



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Pls upload to 08-2020 & 11-1705 thx!

1 message

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**Sharon Gin** <sharon.gin@lacity.org>

Fri, Dec 2, 2011 at 7:56 AM

To: Candy Rosales &lt;candy.rosales@lacity.org&gt;

----- Forwarded message -----

From: **chanteuse1019** <[chanteuse1019@yahoo.com](mailto:chanteuse1019@yahoo.com)>

Date: Wed, Nov 30, 2011 at 3:27 PM

Subject: Ads in Parks must not be approved

To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

All of you who are in control over what happens must realize that we are counting on you to do the right thing. Please.

O. Off-Site Signs in City Parks and Facilities.

Notwithstanding any other language to the contrary in the Code, to include Section 14.4.3 A and Section 14.4.24 D, no off-site sign shall be allowed in any park or other facility owned by the City of Los Angeles unless such sign is allowed within a Sign District established pursuant to Section 13.11 of this Code.

There are 16 proposed Sign Districts throughout the basin and valley grandfathered into this ordinance. Some are many city blocks in size. The underlined language can be used to justify selling advertising in parks, rec centers, pocket parks, senior centers, museums and all other city owned properties that fall within a Sign Districts' boundaries. This is wrong. A park is a park and a public facility is a public facility no matter where it is situated.



Candy Rosales <candy.rosales@lacity.org>

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## 08-2020 & 11-1705

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 7:57 AM

----- Forwarded message -----

From: **Jack Fenn** <[jackfenn@pacbell.net](mailto:jackfenn@pacbell.net)>  
Date: Wed, Nov 30, 2011 at 4:05 PM  
Subject: No Signs  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

To the PLUM Committee:

As an avid hiker and open space advocate, I am thoroughly opposed to any commercial signage in city parks and facilities, other than the outfield fences of baseball fields. The basic, personal purposes of recreational open space are jeopardized by commercialization.

Sincerely,  
Jack Fenn  
Montecito Heights, LA

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Candy Rosales <candy.rosales@lacity.org>

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## 08-2020 & 11-1705

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 7:57 AM

----- Forwarded message -----

From: **Lynn P. Sosa** <lsosa@lausd.net>  
Date: Wed, Nov 30, 2011 at 5:15 PM  
Subject: advertising in parks  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

To: PLUM committee:

Please do not allow advertising in parks.

I know you think it will save money and keep parks open, but this is the wrong way to do it. Do not allow private entities to invade public parks. Public parks can not be bought.

Parks are not meant to be a place for promoting products with visual ads and billboards.

I am against this proposal and hope that all city council members vote against it.

Sincerely,

Lynn Sosa

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Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Council File 08-2020

1 message

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**Sharon Gin** <sharon.gin@lacity.org>

Fri, Dec 2, 2011 at 7:59 AM

To: Candy Rosales &lt;candy.rosales@lacity.org&gt;

----- Forwarded message -----

From: **Mary Button** <[marybutton59@gmail.com](mailto:marybutton59@gmail.com)>

Date: Thu, Dec 1, 2011 at 2:11 PM

Subject: Council File 08-2020

To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org), [councilmember.reyes@lacity.org](mailto:councilmember.reyes@lacity.org), [councilmember.krekorian@lacity.org](mailto:councilmember.krekorian@lacity.org),  
[councilmember.@huizar@lacity.org](mailto:councilmember.@huizar@lacity.org)

Dear Council Members,

I am an avid Park user. I encourage others to use the Parks, especially children.

Parks provide the "escape" from the commercial world into a peaceful oasis of nature and one's thoughts, which should be free-flowing and not subject to the influences of advertising. This is why I am extremely opposed to what I consider a major LOOP-HOLE in the proposed revised ordinance,

*"Section 14.4.3 A and Section 14.4.24 D, no off-site sign shall be allowed in any park or other facility owned by the City of Los Angeles unless such sign is allowed within a Sign District established pursuant to Section 13.11 of this Code.*

Goodness, there are MANY Parks included in the areas of "Sign Districts." In fact, many of the "Sign Districts" are in communities which are high-density, and park-poor, making it more obvious to me these are the areas where potential "signage" does the most damage. This loop hole, if approved, would allow the presence of "banner ads" in Griffith Park, which is the jewel of our city.

It would be shameful to pass this Ordinance as it is currently written. Clearly, with all due respect, it is time for the writers to return to their "writing table" and produce a document which eliminates this loop-hole, and would help ensure our Parks can remain the commercial-free haven of recreation and relaxation they are meant to be.

Sincerely,

Mary J. Button  
Park Advocate, especially Griffith Park!



**Friends of Griffith Park**

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

December 1, 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, Dec 2011 session

Dear Councilmember Reyes,

Friends of Griffith Park opposes the adoption of the newly revised Citywide Sign Ordinance in its present form, until such time that a “**loop-hole**” is removed. Although the current proposed revision prohibits commercial advertising signs in parks and public facilities, an exemption exists for these properties which fall within sign districts. **This exemption must be removed.** With the exemption, many neighborhood parks within these zones are in jeopardy of becoming the backdrops for advertising. These are parks where it is crucial that children be allowed to recreate creatively in an ad-free environment. Additionally, the precedent set by permitting advertising in these parks and public facilities will be exploited by the billboard industry to justify the introduction of advertising to all parks and public facilities.

We respectfully ask you to eliminate the language underlined below:

*SEC. 14.4.4. General Provisions (page 20)*

*O. Off-Site Signs in City Parks and Facilities.*

*Notwithstanding any other language to the contrary in the Code, to include Section 14.4.3 A and Section 14.4.24 D, no off-site sign shall be allowed in any park or other facility owned by the City of Los Angeles unless such sign is allowed within a Sign District established pursuant to Section 13.11 of this Code.*

By removing the underlined language, the draft will conform to your direction of October 18, 2011 to the Planning Department that the ordinance contain no loop-holes that could permit advertising in parks and public facilities.

Sincerely,

Gerry Hans  
President

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



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Council File 08-2020 Citywide Sign Ordinance Revisions

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 7:59 AM

----- Forwarded message -----

From: **Richard Parks** <[richard@redeemercp.org](mailto:richard@redeemercp.org)>  
Date: Thu, Dec 1, 2011 at 4:57 PM  
Subject: Council File 08-2020 Citywide Sign Ordinance Revisions  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

To: Planning and Land Use Management Committee

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.
- Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.
- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,

Richard Parks  
2706 Brighton Ave.  
Los Angeles, CA 90018



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: PLUM - December 5, 2011 - Sign Ordinance 08-2020

1 message

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**Sharon Gin** <sharon.gin@lacity.org>

Fri, Dec 2, 2011 at 7:59 AM

To: Candy Rosales &lt;candy.rosales@lacity.org&gt;

----- Forwarded message -----

From: **Elaine Brown** <lannyb1@aol.com>

Date: Thu, Dec 1, 2011 at 5:07 PM

Subject: PLUM - December 5, 2011 - Sign Ordinance 08-2020

To: B1 Lanny &lt;lannyb1@aol.com&gt;

Cc: Council Member Krekorian <councilmember.krekorian@lacity.org>, [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org),  
[councilmember.reyes@lacity.org](mailto:councilmember.reyes@lacity.org), [councilmember.huizar@lacity.org](mailto:councilmember.huizar@lacity.org)

Dear Councilmembers Reyes, Krekorian, and Huizar,

There are 16 proposed Sign Districts throughout the basin and valley grandfathered into this ordinance. Some are many city blocks in size.

The underlined language can be used to justify selling advertising in parks, recreation centers, pocket parks, senior centers, museums and all other city owned properties that fall within a Sign District's boundaries. This is very wrong.

A park is a park and a public facility is a public facility no matter where it is situated. Whether a park exists now or is in the planning stage, it should not be redefined by the private sector as another place or surface in or on which commercial goals and profits can be advanced.

Additionally, we should recognize that once commercial advertising is established in public parks and facilities that happen to be within Sign Districts, attorneys for the billboard industry will point to this precedent as justification for introducing off-site signs in all of the city's parks and public facilities, either through legal challenges (disparate treatment) or by exerting relentless pressure to amend or reinterpret provisions of the final ordinance.

**The underlined language must go.**

Sincerely,

Elaine Brown

(In my own behalf)

Sunland, CA

Member of Sunland Tujunga Land Use Committee

President of the Commerce Owners and Business Restoration Association, Inc



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Council File 08-2020: Sign Ordinance

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 7:59 AM

----- Forwarded message -----

From: **Patrick Frank** <plf@grabados.org>  
Date: Thu, Dec 1, 2011 at 5:24 PM  
Subject: Council File 08-2020: Sign Ordinance  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Sharon

I am a Los Angeles resident and I am registered to vote here. I am keenly interested in the upcoming meeting on Monday Afternoon about revisions to the citywide sign ordinance. I have some goals for the new ordinance and I am telling them to you; please pass my message along to the relevant PLUM committee members: Reyes, Huizar, and Krekorian.

Specifically, I want the new sign ordinance to do the following things:

- Allow only on-site signs for businesses.
- Forbid "grandfathering" in the case of the "applied-for" sign districts. I think there are 14 of these and they are all unnecessary.
- Keep commercial advertising out of parks and public facilities: no loopholes!
- Require companies to bring billboards into compliance, instead of allowing adjustments that have been major loopholes in the past.

Thank you for noting my concerns. I may come to the meeting on Monday if I can get away from work.

Yours cordially  
Patrick Frank  
1622 Crescent Place  
Venice 90291





Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Council File 08-2020 Citywide Sign Ordinance Revisions

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 8:00 AM

----- Forwarded message -----

From: **Book, Jan** <[jan@janbook.com](mailto:jan@janbook.com)>  
Date: Thu, Dec 1, 2011 at 6:13 PM  
Subject: Council File 08-2020 Citywide Sign Ordinance Revisions  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Committee Secretary Sharon Gin:

Please distribute my letter to committee members before the Monday, December 5, 2011, meeting. Thank you.

To: Planning and Land Use Management Committee

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Dear Committee Members:

The public should have a right to be free from unwanted advertising, be it while we wait in our car or stand at a corner for the stop light to turn green, or walking through a park in search of tranquility. Think of the children who walk down the streets or play in the parks, is it healthy for them to have this constant barrage of outdoor advertising? And at what point must the public space we all must share together not be for sale?

I implore you to act as good statesmen and stop the spread of billboards, digital signs, and other forms of commercial advertising causing blight in our communities. Please make certain that the new sign ordinance does the following:

- (1) Keep commercial advertising out of parks and public facilities, without any loopholes or exceptions;
- (2) Require that any new advertising signs in sign districts be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one;
- (3) Require sign companies to bring all billboards that violate their permits



Candy Rosales <candy.rosales@lacity.org>

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## Fwd: billboards

1 message

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**Sharon Gin** <sharon.gin@lacity.org>

Fri, Dec 2, 2011 at 9:53 AM

To: Candy Rosales <candy.rosales@lacity.org>

----- Forwarded message -----

From: **j patterson** <jpatterson1222@yahoo.com>

Date: Thu, Dec 1, 2011 at 6:15 PM

Subject: billboards

To: "[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)" <[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)>

To: Planning and Land Use Management Committee  
Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.
- Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.
- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,  
Judy Patterson  
1222 S. Hayworth Ave.  
Los Angeles, CA 90035



# BRENTWOOD Community Council

149 S. Barrington Ave., Box 194, Los Angeles, CA 90049

[www.brentwoodcommunitycouncil.org](http://www.brentwoodcommunitycouncil.org)

December 2, 2011

To: Planning and Land Use Management Committee

Councilmember Ed P. Reyes, Chair  
Councilmember Jose Huizar  
Councilmember Paul Krekorian  
c/o Sharon Gin- Legislative Assistant  
[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)  
200 North Spring Street  
Los Angeles, CA 90012

Re: File 08-2020 Citywide Sign Ordinance

Dear Councilmembers,

The Brentwood Community Council (“BCC”) is the broadest based organization serving as the voice of the public for the Brentwood community. The BCC has 25 seats, including 14 HOA groups, multi-family, members-at-large, public and private schools, religious, public safety, volunteer, environmental, and business districts.

The following are concerns BCC would like to be considered:

City parks and public facilities should be off-limits to commercial advertising signs, **without exceptions.**

No new off-site advertising signs should be allowed in sign districts without at least a **one-for-one square footage** takedown of exiting billboards in surrounding communities.

Sign companies that illegally erect or modify billboards need to be required to remove them, or bring them into compliance with their permits.

Comprehensive sign programs should **not** allow off-site signs.

All sign districts **not yet approved** by the City Planning Commission should be subject to the requirements of the new sign ordinance. There is no justification for

“grandfathering” sign districts that haven’t been through public hearings, environmental review, or other process.

As stated in correspondence October 15, 2011, “let’s preserve our visual environment. Let us be an example to other cities in effectively *controlling* sign blight, not falling prey to sign industry greed.”

Sincerely,

*Nancy Z. Freedman*

Nancy Freedman, Chair  
Brentwood Community Council  
[GJF165@gmail.com](mailto:GJF165@gmail.com)

CC: [Councilmember.rosendahl@lacity.org](mailto:Councilmember.rosendahl@lacity.org)  
[Councilmember.reyes@lacity.org](mailto:Councilmember.reyes@lacity.org)  
[Councilmember.huizar@lacity.org](mailto:Councilmember.huizar@lacity.org)  
[Councilmember.krekorian@alcity.org](mailto:Councilmember.krekorian@alcity.org)  
[Alan.bell@lacity.org](mailto:Alan.bell@lacity.org)  
[Michael.logrande@lacity.org](mailto:Michael.logrande@lacity.org)



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: 08-2020 comment, Dec 5, 2011 PLUM Committee Meeting

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 9:54 AM

----- Forwarded message -----

From: **Gerry Hans** <[gerryhans51@gmail.com](mailto:gerryhans51@gmail.com)>  
Date: Thu, Dec 1, 2011 at 6:57 PM  
Subject: 08-2020 comment, Dec 5, 2011 PLUM Committee Meeting  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear PLUM Committee Councilmembers,

Look to São Paulo, Brazil, for ideas on what to do about the proliferation of billboards in Los Angeles:

In 2006, São Paulo was blighted by billboards and signs, and the people saw them as pollution, just like their dirty air and water. They said "no" to billboard pollution in 2006 as part of a clean city initiative, completely eliminating them and imposing strict enforcement measures.

Since then, the economy of São Paulo has powered ahead within a country which boasts one of the fastest growing developing economies in the world. It is good for business! The City has become beautiful with its vertical buildings which feature no ads. Small businesses are on a more level playing field with the large corporations with vast ad budgets. And São Paulo residents support the billboard ban by an extremely high margin.

Keep Los Angeles beautiful, too. And especially keep advertising out of all parks, no matter what. Please eliminate the loophole which opens parks to advertising in some cases. The section in bold should be removed.

#### **SEC. 14.4.4. General Provisions**

##### **O. Off-Site Signs in City Parks and Facilities.**

Notwithstanding any other language to the contrary in the Code, to include Section 14.4.3 A and Section 14.4.24 D, no off-site sign shall be allowed in any park or other facility owned by the City of Los Angeles **unless such sign is allowed within a Sign District established pursuant to Section 13.11 of this Code.**

Gerry Hans  
(as LA resident)



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Council File 08-2020 Citywide Sign Ordinance

1 message

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**Sharon Gin** <sharon.gin@lacity.org>

Fri, Dec 2, 2011 at 9:54 AM

To: Candy Rosales &lt;candy.rosales@lacity.org&gt;

----- Forwarded message -----

From: &lt;MKrell1026@aol.com&gt;

Date: Thu, Dec 1, 2011 at 8:22 PM

Subject: Council File 08-2020 Citywide Sign Ordinance

To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Sharon: Please distribute my letter to the committee members before Monday's meeting. Thank you!

To: Planning and Land Use Management Committee

Ed Reyes, Chairman

Members Jose Huizar and

Paul Krekorian

c/o Committee Secretary Sharon Gin @ [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing on behalf of the board and members of the South Brentwood Residents Association (SBRA). SBRA represents approximately 3,000 home-owners and renters who reside in the southern area of Brentwood. Additionally, SBRA represents the interests of all residents living in multi-family homes throughout the entire Brentwood community.

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign districts be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.
- Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.
- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.



Candy Rosales <candy.rosales@lacity.org>

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## Fwd: Proposed Citywide sign ordinance

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 9:54 AM

----- Forwarded message -----

From: **Sylvia** <[sjgodwin@aol.com](mailto:sjgodwin@aol.com)>  
Date: Thu, Dec 1, 2011 at 8:39 PM  
Subject: Proposed Citywide sign ordinance  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

To: Planning and Land Use Management Committee  
Re: Council File 08-2020

Please distribute to committee members before Monday's meeting.

Ed Reyes  
Jose Huizar  
Paul Krekorian

Please make sure the new sign ordinance does the following:

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities,  
at a square footage ratio of at least one-to-one.
- Requires sign companies to bring all bill boards that violate their permits in compliance,  
rather than allowing an adjustment for signs up to 20 per cent higher and larger than permitted.
- Allows only on site, or business signs in comprehensive sign prkograms.
- Doesn't allow the grandfathering of 14 applied for sign districts that would allow them to be established under the more liberal provisions of the current city wide ordinance.

Thank you for your consideration,

Sylvia Godwin  
965 S. Gretna Green Way  
Los Angeles, Ca 90049



Candy Rosales <candy.rosales@lacity.org>

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## Fwd: Enough with the visual bombardment with billboards!!!!

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 9:55 AM

----- Forwarded message -----

From: <[judyinlosangeles@aol.com](mailto:judyinlosangeles@aol.com)>  
Date: Thu, Dec 1, 2011 at 9:18 PM  
Subject: Enough with the visual bombardment with billboards!!!!  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

This city is becoming a visual wasteland.

STOP SELLING OUT OUR CITY TO PRIVATE COMPANIES.

There should be an end point, where the citizens can have a city that is not completely given away to special interests.

PLEASE LISTEN TO US. WE DO NOT NEED ANY MORE BILLBOARDS.

LESS IS MORE. LESS IS MORE. LESS IN MORE.

PS. Look at Santa Barbara County. No billboards. And they seem to be doing alright. Why do you think so many visitors go up there? NO ADVERTISEMENTS.

Judy Riha

Resident since '87.





Candy Rosales <candy.rosales@lacity.org>

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## Fwd: Committee of Planning and Land Use Management

1 message

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Sharon Gin <sharon.gin@lacity.org>

Fri, Dec 2, 2011 at 9:55 AM

To: Candy Rosales <candy.rosales@lacity.org>

----- Forwarded message -----

From: **michael culhane** <[michael\\_culhane@mac.com](mailto:michael_culhane@mac.com)>

Date: Thu, Dec 1, 2011 at 9:56 PM

Subject: Committee of Planning and Land Use Management

To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Ms. Gin,  
Please distribute this letter to all of the committee members.

Dear Committee members,  
As an artist who has 2 public art sculptures in L.A. I am very aware of public settings and there is so much public advertising in Los Angeles that it degrades the humanity of the people who live with it. It affects everyone whether they realize it or not. The businesses that use these services will find other ways to reach there customers without ruining the city for the majority of people who don't need their services. Please don't allow any loopholes for the advertising companies because they have shown that they will exploit any opportunity to use lawyers to tie it up in the courts or ignore the law if it is to there advantage.

Thank you,

Michael Culhane



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: please distribute this letter to PLUM committee members before Monday's meeting

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 9:55 AM

----- Forwarded message -----

From: **LINDA MARAIS** <[lindamarais@mac.com](mailto:lindamarais@mac.com)>

Date: Thu, Dec 1, 2011 at 10:54 PM

Subject: please distribute this letter to PLUM committee members before Monday's meeting

To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

To: Planning and Land Use Management Committee

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I have been extremely upset at the proliferation of billboard advertising, and have been following the shenanigans of the billboard companies with a sense of heartsick dismay.

I have watched the steady slide into a cheapened, debased, coarsened environment, with what amounts to a colonization and destruction of a build environment.

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

-Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.

-Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.

-Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.

-Allows only on-site, or business, signs in Comprehensive Sign programs.



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Letter to the Planning and Land Use Management Committee

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 9:55 AM

----- Forwarded message -----

From: **Judy Branfman** <[branfman@ucla.edu](mailto:branfman@ucla.edu)>  
Date: Fri, Dec 2, 2011 at 1:24 AM  
Subject: Letter to the Planning and Land Use Management Committee  
To: Sharon Gin <[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)>

Dear Ms. Gin,  
I hope you will distribute this letter to Planning and Land Use Management Committee members before Monday's meeting.  
Thank you,  
Judy Branfman

To: Planning and Land Use Management Committee

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends, neighbors, visitors to our city, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.
- Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.
- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Letter to the Planning and Land Use Management Committee

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 9:55 AM

----- Forwarded message -----

From: **Judy Branfman** <[branfman@ucla.edu](mailto:branfman@ucla.edu)>  
Date: Fri, Dec 2, 2011 at 1:24 AM  
Subject: Letter to the Planning and Land Use Management Committee  
To: Sharon Gin <[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)>

Dear Ms. Gin,  
I hope you will distribute this letter to Planning and Land Use Management Committee members before Monday's meeting.  
Thank you,  
Judy Branfman

To: Planning and Land Use Management Committee

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends, neighbors, visitors to our city, and our children by making sure the new sign ordinance does the following :

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- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Council File 08-2020 Citywide Sign Ordinance Revisions

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 9:56 AM

----- Forwarded message -----

From: **Hmhandel** <[hmhandel@aol.com](mailto:hmhandel@aol.com)>  
Date: Fri, Dec 2, 2011 at 7:15 AM  
Subject: Re: Council File 08-2020 Citywide Sign Ordinance Revisions  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Please distribute to Planning and Land Use Management Committee  
Ed Reyes, Chairman  
Members Jose Huizar and  
Paul Krekorian

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.
- Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.
- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,

Haya Handel  
123 s. gunston Drive  
Los Angeles, CA 90049

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Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: COUNCIL FILE 08-2020 CITYWIDE SIGN ORDINANCE REVISIONS

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 9:56 AM

----- Forwarded message -----

From: **Constance Boukidis** <[constanceellen@sbcglobal.net](mailto:constanceellen@sbcglobal.net)>  
Date: Fri, Dec 2, 2011 at 7:28 AM  
Subject: COUNCIL FILE 08-2020 CITYWIDE SIGN ORDINANCE REVISIONS  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

**PLEASE DISTRIBUTE TO COMMITTEE PRIOR TO 12/5 MEETING**

**TO: PLANNING AND LAND USE MANAGEMENT COMMITTEE (PLUM)**

**ED REYES, CHAIRMAN, JOSE HUIZAR, PAUL KREKORIAN**

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

-Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.

-Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.

-Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.

-Allows only on-site, or business, signs in Comprehensive Sign programs.

-Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Council File 08-2020 Citywide Sign Ordinance Revisions

1 message

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**Sharon Gin** <sharon.gin@lacity.org>

Fri, Dec 2, 2011 at 9:56 AM

To: Candy Rosales &lt;candy.rosales@lacity.org&gt;

----- Forwarded message -----

From: **Katherine Holland** <kifnyc@gmail.com>

Date: Fri, Dec 2, 2011 at 8:59 AM

Subject: Council File 08-2020 Citywide Sign Ordinance Revisions

To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

To

Planning and Land Use Management Committee  
Ed Reyes, Chairman  
Members Jose Huizar and  
Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
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- Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.
- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.



Candy Rosales <candy.rosales@lacity.org>

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## Fwd: Sign Ordinance 08-2020

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 9:56 AM

----- Forwarded message -----

From: **Delphine Trowbridge** <[delphinetr@sbcglobal.net](mailto:delphinetr@sbcglobal.net)>  
Date: Fri, Dec 2, 2011 at 9:22 AM  
Subject: Sign Ordinance 08-2020  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org), [councilmember.krekorian@lacity.org](mailto:councilmember.krekorian@lacity.org)

Dear Sharon and Councilmember Krekorian: I am opposed commercial advertising in public parks. I do not want the revised draft of the sign ordinance to pass. We must stop the loophole that would allowing advertising to continue. Please vote to keep our parks just for recreation.

Thanks.  
Delphine Trowbridge  
Chair of the Verdugo Hills Sierra Club

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Candy Rosales &lt;candy.rosales@lacity.org&gt;

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# Fwd: Council File 08-2020 Citywide Sign Ordinance Revisions

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 12:04 PM

----- Forwarded message -----

From: **Mark Rothschild** <[rothsmark@aol.com](mailto:rothsmark@aol.com)>  
Date: Fri, Dec 2, 2011 at 10:29 AM  
Subject: Re: Council File 08-2020 Citywide Sign Ordinance Revisions  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

To: Planning and Land Use Management Committee

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

**Re: Council File 08-2020 Citywide Sign Ordinance Revisions**

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
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- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

DIGITAL BILLBOARDS ARE DANGEROUS TO DRIVERS AND PEDESTRIANS.

Sincerely,

MARK ROTHSCHILD

10442 Ashon Avenue



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Council File 08-2020 Citywide Sign Ordinance Revisions

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 12:05 PM

----- Forwarded message -----

From: **Jeffrey Williams** <[JWilliams@classicpartyrentals.com](mailto:JWilliams@classicpartyrentals.com)>  
Date: Fri, Dec 2, 2011 at 10:45 AM  
Subject: Council File 08-2020 Citywide Sign Ordinance Revisions  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Committee Members:

The spread of billboards, digital signs and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, or friends and neighbors and our children by making sure the new sign ordinance serves the public. Our city's visual space belongs to its citizens and not to the corporations. It is time for public officials to make our concerns about visual blight a top priority. Thank you.

Sincerely yours,

Jeffrey Williams  
1994 North Sycamore Ave.  
Los Angeles, CA 90068



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Please distribute to PLUM members before 12/5 meeting!

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 12:05 PM

----- Forwarded message -----

From: **Elin Schwartz** <[elinschwartz1@mac.com](mailto:elinschwartz1@mac.com)>  
Date: Fri, Dec 2, 2011 at 11:08 AM  
Subject: Please distribute to PLUM members before 12/5 meeting!  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

To: Planning and Land Use Management Committee  
Ed Reyes, Chairman  
Members Jose Huizar and  
Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.
- Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.
- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,

Elin Schwartz  
300 South Saltair Avenue  
Los Angeles, California



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Sign Ordinance Revisions

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 12:05 PM

----- Forwarded message -----

From: **jreichmann** <jreichmann@sbcglobal.net>  
Date: Fri, Dec 2, 2011 at 11:19 AM  
Subject: Sign Ordinance Revisions  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)  
Cc: Councilman Paul Koretz <[paul.koretz@lacity.org](mailto:paul.koretz@lacity.org)>

**Re: Council File 08-2020 Citywide Sign Ordinance Revisions**

**To: Committee Secretary Sharon Gin**

**Please distribute to Committee Members Ed Reyes, Jose Huizar and Paul Krekorian**

**Dear Committee Members:**

**Please help us protect our communities from the blight of billboards, digital signs and other commercial advertising in public spaces. We request the following:**

- **No advertising shall be allowed in any of our parks**
- **Digital signs will be held to limited brightness levels**
- **On-site signs must be more restricted.**
- **Sign companies must bring all billboards in violation of their permits into strict compliance.**
- **No “grandfathering” of applied for Sign Districts.**

**Thank you for your consideration.**

**Jan Reichmann, President Comstock Hills Homeowners Association**

**1429 Comstock Avenue Los Angeles, Ca. 90024 CD5**



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Billboards - Comstock Hills

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 12:05 PM

----- Forwarded message -----

From: **Ronen Isaac** <[ronen@conticomp.com](mailto:ronen@conticomp.com)>  
Date: Fri, Dec 2, 2011 at 11:27 AM  
Subject: Billboards - Comstock Hills  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)  
Cc: [jreichmann@comstockhills.com](mailto:jreichmann@comstockhills.com)

Dear Committee Members:

Please help us protect our communities from the blight of billboards, digital signs and other commercial advertising in public spaces. We request the following:

- No advertising shall be allowed in any of our parks
- Digital signs will be held to limited brightness levels
- On-site signs must be more restricted.
- Sign companies must bring all billboards in violation of their permits into strict compliance.
- No “grandfathering” of applied for Sign Districts.

Ronen Isaac

1362 Comstock Ave  
Los Angeles, CA 90024

Facebook [Twitter](#) [Linked In](#)



Candy Rosales <candy.rosales@lacity.org>

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## Fwd: Billboard Ordinance

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 12:05 PM

----- Forwarded message -----

From: **beachy2004** <[beachy2004@yahoo.com](mailto:beachy2004@yahoo.com)>  
Date: Fri, Dec 2, 2011 at 11:34 AM  
Subject: Billboard Ordinance  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)  
Cc: Christine Peters <[cp007@sbcglobal.net](mailto:cp007@sbcglobal.net)>

To the PLUM Committee Members:

The language in Section 14.4.4 General Provisions (p. 20- O. Off-site Signs in City Parks and Facilities) is not acceptable.

Parks are meant to be natural sanctuaries. Any commercial advertising even in conjunction with a park building is inappropriate.

Our parks and public facilities should be off-limits to commercial advertising signs without exceptions.

Please strike the language that allows an exception.

Thank you for your consideration.

Sallie W. Neubauer, Assistant President  
Citizens Committee to Save Elysian Park

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Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Ban Billboard Blight

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 12:06 PM

----- Forwarded message -----

From: **Mindy Taylor-Ross** <[mindytr@verizon.net](mailto:mindytr@verizon.net)>  
Date: Fri, Dec 2, 2011 at 11:38 AM  
Subject: Ban Billboard Blight  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Ms. Gin, please distribute this to the Planning and Land Use Management Committee prior to their meeting on Monday. Thank you.

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.
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- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,

Mindy Taylor-Ross

1033 Nowita Place  
Venice, CA 90291

[mindytr@verizon.net](mailto:mindytr@verizon.net)



Candy Rosales <candy.rosales@lacity.org>

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## Fwd: Digital Billboards and Signs

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 12:28 PM

----- Forwarded message -----

From: **Richard Pfefferman** <[rpfefferman@sbcglobal.net](mailto:rpfefferman@sbcglobal.net)>  
Date: Fri, Dec 2, 2011 at 12:17 PM  
Subject: Digital Billboards and Signs  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Please distribute to PLUM Committee Members Ed Reyes, Jose Huizar and Paul Krekorian...

Dear Committee Members:

We are writing to ask for your help in protecting our communities from the blight of billboards, digital signs and other commercial advertising in public spaces. Specifically, we request the following:

- No advertising shall be allowed in any of our parks
- Digital signs will be held to limited brightness levels
- On-site signs must be more restricted.
- Sign companies must bring all billboards in violation of their permits into strict compliance.

This is a quality of life issue that is very important to us.

Thanks,

Richard Pfefferman and Terrence LeBleu  
10311 Eastborne Ave.  
Los Angeles, 90024



Felix E. Schweizer  
10610 Rochester Ave  
Los Angeles, CA 90024

December 2, 2011

To: Planning and Land Use Management Committee

Ed Reyes, Chairman, Jose Huizar, Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards throughout the city has taken on ridiculous dimensions. Billboards blight the city and neighborhoods and pose direct danger to public. Especially the new electronic signs create light pollution and are very distracting to traffic, thus posing a great risk for motorists and especially pedestrians and bicyclists. But even non-electronic billboards are obliterating views, covering architecture and if placed over buildings again pose a fire-danger and make work for the covered-up workers much less pleasant.

I hope you will work to make Los Angeles a better place for all and not just a place for advertisers to get rich! I thus urge you to ensure that the total square footage of advertising space does not increase but actually decreases. I also urge you to close loopholes, like grandfather clauses and other sweet deals.

Sincerely,

A handwritten signature in blue ink that reads "Felix Schweizer". The signature is written in a cursive, flowing style.



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Council File Nos. 08-2020 and 11-1705 - Sign Ordinance

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 1:58 PM

----- Forwarded message -----

From: **Casey Gmail** <[caseydanson393@gmail.com](mailto:caseydanson393@gmail.com)>  
Date: Fri, Dec 2, 2011 at 1:43 PM  
Subject: Council File Nos. 08-2020 and 11-1705 - Sign Ordinance  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

To: Planning and Land Use Management Committee

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

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- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,

Casey Coates Danson  
Director, Global Possibilities  
1955 Mandeville Canyon Road  
Los Angeles, CA. 90049



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: sign legislation

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 1:58 PM

----- Forwarded message -----

From: **Mark Weber** <[Papaweber@earthlink.net](mailto:Papaweber@earthlink.net)>  
Date: Fri, Dec 2, 2011 at 1:54 PM  
Subject: sign legislation  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Ms. Gin,

I deplore the city council committee creating loopholes in the municipal code controlling signs. If we are to save LA from the visual blight that has ruined so many other cities we need to keep the teeth in the law. The city of Sao Paulo recently got rid of big signs and billboards altogether and it has been beneficial to that city in many ways. People start to respect their environment more when it isn't trashed by visual blight.

Please distribute this to all members of the committee.

Thank you,

Mark Weber



Candy Rosales &lt;candy.rosales@lacity.org&gt;

---

## Fwd: Billboards

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 2:14 PM

----- Forwarded message -----

From: <[bettykermanian@aol.com](mailto:bettykermanian@aol.com)>  
Date: Fri, Dec 2, 2011 at 2:11 PM  
Subject: Billboards  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)  
Cc: [jreichmann@comstockhills.com](mailto:jreichmann@comstockhills.com)

Dear Committee Members:

I am writing you as a resident of Comstock Hills who is directly affected by the disturbance of the digital billboard nearby. I respectfully ask you to help us protect our communities from the blight of billboards, digital signs and other commercial advertising in public spaces. We request the following:

- No advertising shall be allowed in any of our parks
- Digital signs will be held to limited brightness levels
- On-site signs must be more restricted.
- Sign companies must bring all billboards in violation of their permits into strict compliance.
- No “grandfathering” of applied for Sign Districts.

Sincerely,

Betty Kermanian

1725 Comstock Avenue

Los Angeles, CA 90024



Candy Rosales &lt;candy.rosales@lacity.org&gt;

---

## Fwd: No to more billboards

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 2:35 PM

----- Forwarded message -----

From: **barry greenberg** <[publicitymedia@usa.net](mailto:publicitymedia@usa.net)>  
Date: Fri, Dec 2, 2011 at 2:32 PM  
Subject: No to more billboards  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)  
Cc: [info@banbillboardblight.org](mailto:info@banbillboardblight.org)

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian  
Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.
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- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,  
Barry Greenberg  
11710 Mayfield Ave.  
Los Angeles 90049



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: Council File 08-2020 Citywide Sign Ordinance Revisions

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 2:36 PM

----- Forwarded message -----

From: <[CJS13126@aol.com](mailto:CJS13126@aol.com)>  
Date: Fri, Dec 2, 2011 at 2:34 PM  
Subject: Re: Council File 08-2020 Citywide Sign Ordinance Revisions  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Committee Members:

Please help us protect neighborhoods from the spread of billboards, digital signs, and other forms of commercial advertising which blights our communities. Keep commercial advertising out of public facilities and parks. Require sign companies to bring all billboards that violate permits into compliance.

Sincerely,  
Caren Sokol  
13126 Nimrod Place  
Los Angeles, CA 90049



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Sign Ordinance letter

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 2:53 PM

----- Forwarded message -----

From: **David R Garfinkle** <drgarfinkle@sbcglobal.net>  
Date: Fri, Dec 2, 2011 at 2:28 PM  
Subject: Sign Ordinance letter  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Please distribute the following letter to PLUM Committee members before the Monday hearing and post it under "Communication from public" in the Council File Management System

## Tarzana Property Owners Association

December 1, 2011

To: Planning and Land Use Management Committee

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

### Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

-Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.

-Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.

-Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Sign Ordinance Revisions

1 message

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**Sharon Gin** <sharon.gin@lacity.org>

Fri, Dec 2, 2011 at 2:53 PM

To: Candy Rosales &lt;candy.rosales@lacity.org&gt;

----- Forwarded message -----

From: **Judith Pacht** <[sponde123@verizon.net](mailto:sponde123@verizon.net)>

Date: Fri, Dec 2, 2011 at 2:44 PM

Subject: Sign Ordinance Revisions

To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Sharon, Please distribute this letter to committee members before Monday's meeting. Thanks, Judith Pacht

To: Planning and Land Use Management Committee

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

Los Angeles has far too many billboards, digital signs, and commercial advertising, and they seem to be increasing. Please vote with 99% of your constituents to minimize them and keep to the 2002 law. These are the minimum requirements to control signage:

- Keep commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Require that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.
- Require sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.
- Allow only on-site, or business, signs in Comprehensive Sign programs.
- Don't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,

Judith Pacht

910 Gretna Green Way

Los Angeles, CA 90049



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# Fwd: Sign Ordinance PLUM Hearing Dec. 5

1 message

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**Sharon Gin** <[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)>

Fri, Dec 2, 2011 at 2:53 PM

To: Candy Rosales <[candy.rosales@lacity.org](mailto:candy.rosales@lacity.org)>

----- Forwarded message -----

From: **heather campbell** <[heatheracampbell@hotmail.com](mailto:heatheracampbell@hotmail.com)>

Date: Fri, Dec 2, 2011 at 2:45 PM

Subject: Sign Ordinance PLUM Hearing Dec. 5

To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org), [info@banbillboardblight.org](mailto:info@banbillboardblight.org)

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Subject: Action Alert: Sign Ordinance Meeting Dec. 5

From: [info@banbillboardblight.org](mailto:info@banbillboardblight.org)

To: [bbroide@hotmail.com](mailto:bbroide@hotmail.com)

Date: Fri, 2 Dec 2011 00:35:53 +0000

Email not displaying correctly? View it in your browser.

Email to: Committee Secretary Sharon

Gin, [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org), and ask that your letter be distributed to committee members before Monday's meeting

To: Planning and Land Use Management Committee

Ed Reyes, Chairman

Members Jose Huizar and

Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

-Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.

-Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-

one.

-Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.

-Allows only on-site, or business, signs in Comprehensive Sign programs.

-Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,

Heather and John Campbell

1018 Wellesley Ave

Los Angeles, 90049

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**Do You Think L.A.'s visual environment is degraded by too much commercial advertising?**

[Sign up](#) for regular news items, website updates, and alerts about actions you can take to bring control of our public visual spaces back to the people, where it belongs. Already on our mailing list? Forward this newsletter to anyone you know who may be interested in the issue.

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**Ban Billboard Blight** is a California-registered non-profit organization run entirely by volunteers. But maintaining a website, putting out mailings, and preparing materials for meetings and hearings are just some of things we have to spend money on. For details on how you can help by making a donation, [go here](#).



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Council File Nos. 08-2020 and 11-1705 - Sign Ordinance

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 3:06 PM

----- Forwarded message -----

From: **florence chaggier** <[flofrog@mac.com](mailto:flofrog@mac.com)>  
Date: Fri, Dec 2, 2011 at 3:02 PM  
Subject: Council File Nos. 08-2020 and 11-1705 - Sign Ordinance  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)  
Cc: nancy freedman <[gjf165@gmail.com](mailto:gjf165@gmail.com)>

Dear Mrs. Gin

As a private citizen, a v-p of Mandeville Canyon Association, and a member of the Brentwood Community Council,

I vigorously oppose the spread of billboard signs around our City. According to the previous ordinance, no new outdoor off sight signage should take place.

Although the new ordinance has some good components, there are also some loop holes. We do not want our city to look like Las Vegas, but we want to upgrade it like for example Paris, the one in France, where they keep very restricted laws on signage.

We need money for our City, but we are not going to sacrifice our home on the altar of the lucre look.

Please, have the kindness to distribute my letters to our Councilmen.

With much gratitude,

flo chaggier

flo chaggier

1891 kimberly lane  
los angeles ca 90049  
310 472 4946



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Please submit to: Ed Reyes, Jose Huizar, Paul Krekorian

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 3:07 PM

----- Forwarded message -----

From: **Marcene Landres** <[mbl1538@yahoo.com](mailto:mbl1538@yahoo.com)>  
Date: Fri, Dec 2, 2011 at 3:02 PM  
Subject: Please submit to: Ed Reyes, Jose Huizar, Paul Krekorian  
To: "[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)" <[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)>  
Cc: JReichmann <[jreichmann@sbcglobal.net](mailto:jreichmann@sbcglobal.net)>

Dear Committee Members:

Please advocate for all communities that are currently (or in the future) in harms way being subjected to the billboard blight, digital signs and other commercial advertising. This means of advertising not only create a distraction, but they are an eyesore and create havoc auditorially if you live by them. It is in the interest of the public to protect its airspace and to create an environment that is safe--unpolluted with visual distractions and noise that can be heard by households, nearby. Our communities are requesting that you represent the public's interest rather than business interests by advocating:

- No advertising shall be allowed in any of our parks
- Digital signs will be held to limited brightness levels
- On-site signs must be more restricted.
- Sign companies must bring all billboards in violation of their permits into strict compliance.
- No "grandfathering" of applied for Sign Districts.

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Marcene Barbanell Landres

Comstock Hills Community

1538 Comstock Avenue



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Billboard ordinance, Dec. 5 hearing

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 3:42 PM

----- Forwarded message -----

From: **Steven J. Coker, CFP(R)** <[cokertax@prodigy.net](mailto:cokertax@prodigy.net)>  
Date: Fri, Dec 2, 2011 at 3:39 PM  
Subject: Billboard ordinance, Dec. 5 hearing  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

To: Planning and Land Use Management Committee

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

-Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.

-Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Ban billboard blight

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 3:48 PM

----- Forwarded message -----

From: <[HJaskol@aol.com](mailto:HJaskol@aol.com)>  
Date: Fri, Dec 2, 2011 at 3:46 PM  
Subject: Ban billboard blight  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Ms. Gin;

Please distribute the following letter to committee members before Monday's meeting.

To: Planning and Land Use Management Committee

Please help prevent billboard blight by making sure that the new ordinance does the following:

- Keep commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of a least one-to-one.
- Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 percent higher and larger than permitted.
- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,

Howard Jaskol  
200 S. Woodburn Dr.  
Los Angeles, CA 90049



Candy Rosales &lt;candy.rosales@lacity.org&gt;

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## Fwd: Council File Nos. 08-2020 and 11-1705 - Sign Ordinance

1 message

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Sharon Gin <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 3:48 PM

----- Forwarded message -----

From: **Bel Air Skycrest** <[belairskycrest@gmail.com](mailto:belairskycrest@gmail.com)>

Date: Fri, Dec 2, 2011 at 3:47 PM

Subject: Council File Nos. 08-2020 and 11-1705 - Sign Ordinance

To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)Cc: The Honorable Bill Rosendahl <[Councilman.Rosendahl@lacity.org](mailto:Councilman.Rosendahl@lacity.org)>, Marian Dodge <[president@hillsidefederation.org](mailto:president@hillsidefederation.org)>, Brentwood Residents Coalition <[RosenFree@aol.com](mailto:RosenFree@aol.com)>, Nancy Freedman <[gjf165@aol.com](mailto:gjf165@aol.com)>, [info@banbillboardblight.org](mailto:info@banbillboardblight.org), Barbara Broide <[bbroide@hotmail.com](mailto:bbroide@hotmail.com)>

Dear Sharon,

Kindly see that the attached letter from Bel Air Skycrest Property Owners' Association regarding the proposed Citywide Sign Ordinance is distributed to the PLUM Committee members before Monday's meeting.

Thank you.

Lois Becker  
BASPOA Community Liaison

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 **BASPOA-Sign Ord.pdf**  
47K

December 3, 2011

Councilmember Ed P. Reyes, Chair  
Councilmember Jose Huizar  
Councilmember Paul Krekorian  
200 N. Spring Street  
L.A., CA 90012

**Re: Council File 08-2020 and 11-1705 Citywide Sign Ordinance**

Dear PLUM Committee Members:

I am once more writing to you on behalf of Bel Air Skycrest Property Owners' Association to let you know how very concerned we are about the revised Sign Ordinance which will be the subject of a special Monday, December 5<sup>th</sup> PLUM hearing.

L.A. is desperately in need of a meaningful ordinance to regulate digital billboards, supergraphics, and other forms of signage throughout our city and to ensure genuine and lasting protection for scenic highways, parkways, corridors, Specific Plan areas, and residential neighborhoods, as well as parks, schools, libraries, and other public facilities. While some protections of this nature have been written into the current ordinance revision, there are far too many loopholes, through which the billboard companies could still gain backdoor access to our precious public spaces.

**Please make sure that the many loopholes in this current draft are closed before you recommend its passage.** In particular, our community again asks for assurance that all scenic highways, parks and public facilities will be kept free from commercial signage, with no loopholes or exceptions.

We ask that only on-site, or business signs be allowed in the Comprehensive Sign programs.

We ask that billboards that violate their permits be brought into compliance, without loopholes or exceptions. And as for the new 3-page section that defines a fines appeal process – there should be no such appeal process. If you violate the ordinance, you need to pay the fines. End of story.

Perhaps most importantly, the ordinance needs to be returned to the original concept of **NO NET GAIN in total number of billboards across the City.** When new signs go up, old signs must come down via a mandatory "takedown" provision – no loopholes or exceptions. Contributions to community benefit funds are not a satisfactory substitute for takedown requirements and will enable an



endless increase in the very billboard blight issue which this ordinance is supposedly trying to address.

Our community feels very strongly about this issue, and we are not alone: signage is in our faces every day, every time we leave our homes, and if this ordinance doesn't do the job it's supposed to do, there are going to be a lot of angry voters across the city.

Respectfully,

*Lois Becker*

Lois Becker, Community Liaison  
Bel Air Skycrest Property Owners' Association  
PO Box 260503  
Encino, CA 91426

cc: Councilmember Bill Rosendahl  
Federation of Hillside & Canyon Associations  
Brentwood Residents Coalition  
Brentwood Community Council  
Coalition to Ban Billboard Blight



Candy Rosales <candy.rosales@lacity.org>

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## Fwd: Sign Ordinance

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Candy Rosales <candy.rosales@lacity.org>

Fri, Dec 2, 2011 at 3:49 PM

----- Forwarded message -----

From: **Ruth Doxsee** <[ruthdoxsee@sbcglobal.net](mailto:ruthdoxsee@sbcglobal.net)>  
Date: Fri, Dec 2, 2011 at 3:48 PM  
Subject: Sign Ordinance  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

To: Planning and Land Use Management Committee

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.
- Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.
- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,

Ruth Doxsee