



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: City-wide sign ordinance

1 message

---

Sharon Gin <sharon.gin@lacity.org>

Fri, Dec 2, 2011 at 4:37 PM

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

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

From: **Lawrence R. Freedman** <[lfreedma@ucla.edu](mailto:lfreedma@ucla.edu)>

Date: Fri, Dec 2, 2011 at 4:34 PM

Subject: City-wide sign ordinance

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

Cc: [jreichmann@comstockhills.com](mailto:jreichmann@comstockhills.com)

Please distribute my comments to the PLUM Committee Members: Ed Reyes, Jose Huizar and Paul Krekorian.

I am writing to emphasize the importance of maintaining our communities free of the dangers, distractions, and ugliness of billboards, digital signs and other forms of commercial advertising in public spaces.

The major issues to be stressed include;

1. Advertising should not be allowed in our public parks. We are being constantly bombarded by advertising on the radio, television and in the streets.
2. If digital signs should be permitted it is essential that brightness levels be strictly controlled.
3. On-site signs must be restricted to a much greater degree.
4. It is essential to bring all billboards into strict compliance with their permits.
5. Please do not permit "grandfathering" of applied for Sign Districts.

I am grateful for the consideration that you give to these important requests.

Lawrence R. Freedman, MD  
1537 Comstock Ave.  
Los Angeles, CA 90024



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

---

## Fwd: Sign Ordinance 08-2020 for the PLUM committee

1 message

---

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

Fri, Dec 2, 2011 at 4:44 PM

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

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

From: **Matrushka Construction** <[info@matrushka.com](mailto:info@matrushka.com)>

Date: Fri, Dec 2, 2011 at 4:40 PM

Subject: Sign Ordinance 08-2020 for the PLUM committee

To: "[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)" <[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)>*Dear Council Persons,**I am writing as a very concerned citizen in regards to billboard ordinance. I am opposed strongly to any loopholes in regards to allowing billboards and advertising in any public place including parks, libraries, the Zoo, or any such place which is owned by the public. It is an outrage to have a place where people gather and children play to be polluted or influenced by advertising. It is essential to have places in Los Angeles completely free of advertising and influence by large corporations. I refer to the sections below in the billboard ordinance.**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.*

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. 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.

Thank you for your time

Laura Howe  
1009 Madison Ave  
Los Angeles, CA 90029



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

---

## Fwd: please deliver to all PLUM committee members

1 message

---

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

Mon, Dec 5, 2011 at 8:59 AM

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

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

From: **Mark Weber** <[Papaweber@earthlink.net](mailto:Papaweber@earthlink.net)>

Date: Fri, Dec 2, 2011 at 4:45 PM

Subject: please deliver to all PLUM committee members

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, 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,

Mark Weber

7859 Quimby Av

West Hills, Ca 91304



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

---

## Fwd: SIGN ORDINANCE 08-2020

1 message

---

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

Mon, Dec 5, 2011 at 9:00 AM

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

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

From: **Charles Soter** <[chuck@soterdesign.com](mailto:chuck@soterdesign.com)>

Date: Fri, Dec 2, 2011 at 5:47 PM

Subject: SIGN ORDINANCE 08-2020

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

To the Los Angeles City PLUM Committee:

At last meeting that the Sign Ordinance was on the PLUM Committee agenda, the Planning Department was clearly directed to redraft the ordinance so that it contained no loopholes.

However, it seems as though unseen forces have influenced the department, as the draft ordinance which will be presented on Monday, December 5th contains huge loopholes designed to allow signs wherever the industry chooses. I refer to the following language:

Page 4: *...off-site signs cannot be allowed in City parks and public facilities unless through a Sign District. The reference to Sign Districts is included because a Sign District, as a legislative action, can supersede any provision of the sign ordinance.*

Page 20: *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.*

Basically, what is being said is that signs will not be allowed in parks, unless signs are allowed in parks. How neat and convenient.

Even before you have read and approved or disapproved the new draft, the L.A. Zoo is already taking advantage of what it correctly perceives as a loophole. The Chief Administrative Officer's report of December 1st, entitled **PROPOSED REVISIONS TO THE CITY-WIDE SIGN REGULATIONS AND ITS IMPACT ON THE LOS ANGELES ZOO** includes the following: *It is therefore important that the LA Zoo be given the opportunity to apply for a sign district.*

I respectfully request that the above language on pages 4 and 20 be removed from the draft. I further ask that you respect overwhelming public opinion that advertising not be allowed in Los Angeles City parks and public facilities.

Thank you,  
Charles Soter



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

---

## Fwd: Proposed Sign District Ordinance

1 message

---

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

Mon, Dec 5, 2011 at 9:00 AM

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

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

From: **Peter Moen** <[petermoen@earthlink.net](mailto:petermoen@earthlink.net)>

Date: Fri, Dec 2, 2011 at 6:26 PM

Subject: Proposed Sign District Ordinance

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

Dear Councilmembers Reyes, Krekorian, and Huizar,

The new Sign District ordinance you will be reviewing in your PLUM Committee on Monday is a deeply flawed concept. There are many significant reasons that the ordinance in toto should be reviewed most carefully. But for the sake of time and focus I would like to limit my critique to, perhaps, the most egregious aspect of the ordinance.

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

The language of the ordinance 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 a horrible public outcome, pursued by an indirect and devious public means.

Parks and public facilities, inside or outside of these seemingly arbitrary district boundaries, existing or in the planning stages, should not be redefined by the private sector as another place or surface where its commercial goals and profits can be advanced. Of course, the City is in dire need of new revenue and revenue sources, but in the name of good governance and government leadership is absolutely essential to decide to hold their types of sites, built and dedicated with public monies, inviolate and to be used solely for public purposes.

Additionally, we should recognize that once commercial advertising is established in public parks and facilities within Sign Districts, the billboard industry will use this as a precedent for the justification of introducing advertising in all of the city's parks and public facilities.

My wife and I call upon you to demonstrate effective leadership and choose to not take the easy route of accepting every new idea for increasing City revenues that is presented to you and instead pursue the much more arduous route of making difficult decisions about maintaining the inviolability of these types of public assets for public purposes.

Thank you for considering our point of view.

Peter and Rebecca Moen



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

---

## Fwd: Please distribute to committee members on Monday

1 message

---

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

Mon, Dec 5, 2011 at 9:00 AM

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

From: **Michael Monagan** <mmonagan@lausd.net>  
Date: Fri, Dec 2, 2011 at 7:04 PM  
Subject: Please distribute to committee members on Monday  
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,

Michael Monagan  
3341 Fay Ave



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: No billboards ----none

1 message

---

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

**Mon, Dec 5, 2011 at 9:01 AM**

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

From: **Joe** <joe90024@pacbell.net>  
Date: Fri, Dec 2, 2011 at 6:20 PM  
Subject: No billboards ----none  
To: "[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)" <[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)>

Sent from my iPhone

---



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

---

## Fwd: Citywide Sign Ordinance Revisions

1 message

---

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

Mon, Dec 5, 2011 at 9:01 AM

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

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

From: **Nancy Rae Stone** <nancyraestone@gmail.com>

Date: Fri, Dec 2, 2011 at 9:02 PM

Subject: Citywide Sign Ordinance Revisions

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

Please distribute 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.

Thank you,





Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: re Dec.5 PLUM meeting

1 message

---

Sharon Gin <sharon.gin@lacity.org>

Mon, Dec 5, 2011 at 9:02 AM

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

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

From: [rrosenth@ucla.edu](mailto:rrosenth@ucla.edu) <[rosenstrwn@aol.com](mailto:rosenstrwn@aol.com)>

Date: Fri, Dec 2, 2011 at 10:09 PM

Subject: re Dec.5 PLUM meeting

To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org), [jreichman@comstockhills.com](mailto:jreichman@comstockhills.com)

Dear PLUM Committee Members Ed Reyes, Jose Huizar, Paul Krekorian,

We are counting on your action to:

- 1/ keep advertising from our public parks
- 2/ prohibit spread of digital signs, greatly limit the size and brightness of those you cannot prohibit
- 3/ not allow "grandfathering " or technicalities to protect billboards from being brought into permit compliance

Thank you so much for your efforts to protect our city from this dangerous blight.

Strawn and Richard Rosenthal

1551 Calmar Ct., LA 90024

---



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: PLUM Committee: Time Sensitive

1 message

---

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

Mon, Dec 5, 2011 at 9:02 AM

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

From: **Kristin Kopelson** <kristin.kopelson@yahoo.com>  
Date: Fri, Dec 2, 2011 at 10:19 PM  
Subject: PLUM Committee: Time Sensitive  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Please share this email with PLUM members, thank you.

To Committee Member:

I am very concerned about the future direction of our city; selling out every space to advertising is not a healthy direction. Ads influence us directly and subliminally. My children cannot get to school without being exposed to ads. Sometimes these ads are inappropriate for young eyes and minds. On weekends, our neighborhood experience is detracted by the billboard noise and lights! We can even hear it in our house with the windows closed in the once rare peaceful early morning hours. As you know, every action has a reaction. Please utilize your vision when making the ordinance.

Happy Holidays. Sincerely,

Kristin Kopelson, MS, RN, NP  
1681 Comstock Ave.  
Los Angeles, 90024  
310-435-5497



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

---

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

1 message

---

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

Mon, Dec 5, 2011 at 9:02 AM

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

From: **BARRY JOHNSON** <[bjohnson4166@sbcglobal.net](mailto:bjohnson4166@sbcglobal.net)>  
Date: Sat, Dec 3, 2011 at 12:06 AM  
Subject: Re: Council File 08-2020 Citywide Sign Ordinance Revisions  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Ms. Gin,

**Please distribute to P.L.U.M. Committee Members before Monday's 2PM meeting.**

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



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: Billboard Ordinance

1 message

---

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

**Mon, Dec 5, 2011 at 9:03 AM**

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

From: **David Rosenstein** <[drosey36@gmail.com](mailto:drosey36@gmail.com)>  
Date: Sat, Dec 3, 2011 at 7:51 AM  
Subject: Billboard Ordinance  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Ms. Gin: I am writing as regards my concern over the visual pollution of billboards in our city. I strongly believe that the new ordinance should:

1. Prohibit advertising in parks and public facilities with NO exemptions or exceptions
2. Comprehensive sign programs should be the only place that on-site or business signs are seen
3. Doesn't allow "grandfathering" of 14 "applied for" sign districts
4. New advertising is offset by "take downs" of old advertising at an equal square footage
5. Requires that ALL billboards are brought into compliance

Thank you for helping to try and ensure that our city is a livable, beautiful place to live without having to look at advertising all over and constant visual assaults.

David Rosenstein  
Pacific Palisades, California

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 city is drowning in ugly and dangerous signs and billboards. Please save us from this menace and incorporate the following actions immediately:

1. Keep commercial advertising out of parks and public facilities, NO loopholes or exceptions.
2. Require any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities.
3. Require sign companies to bring **all** illegal billboards into compliance with **no** trade offs or exceptions.
4. 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.

This is urgent and critical. Do not let the citizens of Los Angeles down. I am counting on you.

Sincerely,

Roxane Stern  
11053 Strathmore Dr  
Los Angeles CA 90024



**OFFICERS  
2011-2012**

**President**

**DONALD SELIGMAN**

**First Vice President  
TESS NELSON**

**Second Vice President  
CHRIS LAIB**

**Coordinating Secretary  
JORDAN SUSMAN**

**Recording Secretary  
DEBBIE SIMONS**

**Treasurer  
DONNA KOLB**

# Los Feliz Improvement Association

P.O. Box 29395, Los Angeles, CA 90029  
(323) 660-1914  
www.LFIA.org

December 2, 2011

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 Los Feliz Improvement Association has repeatedly sent you our concerns about the new sign ordinance amendments. Recently, however, some new issues have come to our attention which require our responding once more.

The Los Feliz Improvement Association adamantly supports the blanket prohibition against signage in city parks and particularly Griffith Park, including the elimination of all parks from sign district consideration unless they are designated as a "regional center" in an adopted community plan.

The importance of this was made evident on November 21, 2011, when the City Administrative Officer formally requested an amendment to the currently proposed prohibition to allow the Los Angeles Zoo to apply to become a sign district. This concept, a sign district in Griffith Park, has left the Los Feliz community aghast and horrified. The Zoo already displays Griffith Park's most garish and tasteless sign at its entrance, in a style completely at odds with a peaceful park experience or the natural environment. In the recent proposal by the Greater Los Angeles Zoo Association to take over park management and operations in a private-public partnership with the city (<http://lazoofuture.org/faq/>), there is no mention of the need for a sign district to raise revenues despite a long list of other remedies anticipated as necessary for raising the necessary funds. The mere concept that a park entity could even entertain gaining unfettered on-site signage opportunities outside the normal ordinances by being allowed to become a sign district speaks directly to the need for the retention of this prohibition against sign districts in city parks in the new sign ordinances.

**Directors**

- George Abrahamian
- Marta Alcumbrac
- Nyla Arslanian
- Margie Bird
- Marilyn Bush\*
- Dennis Chew
- Marian Dodge\*
- Tom Ford
- Terry Hughes\*
- Tor Hyams
- Lynne T. Jewell
- David Kalemkiarian
- Michael Locke
- Margret Lohfeld
- Norman Mennes
- George Pao
- David Roberti
- Patricia Ruben
- Jennifer Schlosberg
- Mary Beth Sorensen
- Angela Stewart
- Mark Stong
- June Teal
- Michael Tunick
- Valerie Vanaman
- Demian Wyma
- Donna Zenor\*

\*Past President



The Los Feliz Improvement Association, therefore, continues to strongly support:

- A prohibition against commercial advertising in parks and public facilities, including the establishment of sign districts, without any exceptions;
- Offset requirements mandating removal of old signs when new signs are established in sign districts of at least one-to-one;
- A requirement that all signs that exceed the current law's parameters must be brought into compliance without an "adjustment;"
- That signs in Comprehensive Sign programs must be only one-site or business signs;
- Elimination of the grandfathering of the 12 additional areas that have applied for sign district designation beyond the two that already exist.

Sincerely yours,

A handwritten signature in cursive script that reads "Donald A. Seligman". The signature is written in black ink and is positioned below the "Sincerely yours," text.

Donald A. Seligman  
President



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

---

## Fwd: Council File Number 08-2020

1 message

---

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

Mon, Dec 5, 2011 at 9:04 AM

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

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

From: <[hippolady@roadrunner.com](mailto:hippolady@roadrunner.com)>

Date: Sat, Dec 3, 2011 at 9:13 AM

Subject: Council File Number 08-2020

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

Dear Ms. Gin,

Please distribute to P.L.U.M. Committee Members before Monday's 2PM meeting.

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 and should not proceed in the way the new proposed sign ordinance allows. When does the 'grandfathering' stop. The current proposed sign ordinance does not resemble that which was passed onto PLUM from the CPC. The constant reference to the city obtaining revenue from this proposed ordinance is over-blown and many questions are unanswered. Please consider the following:

- Keep commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Require that any new advertising signs, in sign districts, be offset with the takedown of billboards in the surrounding community, at a square footage ratio of at least one-to-one and that the same community must benefit from it, not someplace else.
- 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 and that all illegally placed billboards from the same company be removed without exception.
- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Does not allow the 'grandfathering' sign districts. But if the 'grandfathering' is allowed, that these sign districts are required to comply with the new proposed sign ordinance. In other words, if the 'grandfathering' of the sign districts proposed before August 9, 2011 is allowed, these sign districts must be restricted to the 2011 sign





Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: 08-2020

1 message

---

Sharon Gin <sharon.gin@lacity.org>

Mon, Dec 5, 2011 at 9:04 AM

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

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

From: **Davenie Faber** <[davenie@sbcglobal.net](mailto:davenie@sbcglobal.net)>

Date: Sat, Dec 3, 2011 at 10:22 AM

Subject: 08-2020

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

Dear Ms. Gin,

Please distribute to P.L.U.M. Committee Members before Monday's 2PM meeting.

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,

Davenie Faber  
4176 Camellia Ave



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: Sign Ordinance

1 message

---

Sharon Gin <sharon.gin@lacity.org>

Mon, Dec 5, 2011 at 9:04 AM

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

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

From: <[Alexis2cats@aol.com](mailto:Alexis2cats@aol.com)>

Date: Sat, Dec 3, 2011 at 10:35 AM

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,

Alexis Prescott  
4068 Beck Ave. Studio City  
[alexis2cats@aol.com](mailto:alexis2cats@aol.com)

December 3, 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.
- 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,

Deborah Simons

2400 Chislehurst Drive

Los Angeles, CA 90027



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

## Fwd: The spread of billboards, digital signs, , etc., blights our communities

1 message

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

Mon, Dec 5, 2011 at 9:04 AM

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

From: **edward** <[edvhunt@earthlink.net](mailto:edvhunt@earthlink.net)>

Date: Sat, Dec 3, 2011 at 11:17 AM

Subject: The spread of billboards, digital signs, , etc., blights our communities

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

Cc: [hsdncboard@googlegroups.com](mailto:hsdncboard@googlegroups.com), Elizabeth Hilton <[EHilton@icfi.com](mailto:EHilton@icfi.com)>, Pablo Ruiz <[alphadesignpartnership@yahoo.com](mailto:alphadesignpartnership@yahoo.com)>, [bob.b.blue@gmail.com](mailto:bob.b.blue@gmail.com), Mary Richardson <[mary.richardson@lacity.org](mailto:mary.richardson@lacity.org)>, Kevin Keller <[kevin.keller@lacity.org](mailto:kevin.keller@lacity.org)>, Bill Roschen <[cpcroschen@rvca.org](mailto:cpcroschen@rvca.org)>, "Gubatan, Gerald" <[ggubatan@cra.lacity.org](mailto:ggubatan@cra.lacity.org)>, Ziggy Kruse <[ziggykruse2005@yahoo.com](mailto:ziggykruse2005@yahoo.com)>, [patgerkop@aol.com](mailto:patgerkop@aol.com), Richard Platkin <[rplatkin@yahoo.com](mailto:rplatkin@yahoo.com)>, [Ryan.Carpio@lacity.org](mailto:Ryan.Carpio@lacity.org), Eric <[councilmember.garcetti@lacity.org](mailto:councilmember.garcetti@lacity.org)>, Erick Weiss <[eweiss@honeysweetproductions.com](mailto:eweiss@honeysweetproductions.com)>, [davidbell@easthollywood.net](mailto:davidbell@easthollywood.net), Scott Campbell <[AftonNeighbor@aol.com](mailto:AftonNeighbor@aol.com)>, Susan Swan <[sswanLA@aol.com](mailto:sswanLA@aol.com)>

Dear Sharon,

Please pass my letter on to the LA PLUM Committee members ASAP prior to Monday's meeting

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:

We realize the intense pressure you are under from the wealthy sign lobby but the spread of billboards, digital signs, and other forms of commercial advertising blights our communities and neighborhoods. Please help us protect our communities and neighborhoods for ourselves, our friends and neighbors, and especially for our children by making sure the new sign ordinance accomplishes the following five things:

1. Keeps commercial advertising OUT OF OUR PARKS, RESIDENTIAL NEIGHBORHOODS and public facilities, without any loopholes or exceptions.
2. Requires that any new advertising signs in any sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one and preferably 2 sf of takedown to one



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: Billboards opposition

1 message

---

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

**Mon, Dec 5, 2011 at 9:05 AM**

----- Forwarded message -----  
From: **UKBlue** <[UKBlue@prodigy.net](mailto:UKBlue@prodigy.net)>  
Date: Sat, Dec 3, 2011 at 11:43 AM  
Subject: Billboards opposition  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)  
Cc: [jreichmann@comstockhills.com](mailto:jreichmann@comstockhills.com)

To: Sharon Gin  
Ed Reyes  
Jose Huizar  
Paul Krekorian

I would like to request that the PLUM Committee require all sign companies in violation of their permits to bring their signs into strict compliance. This skirting of the lawful requirements has gone on much too long. There should also be much stricter regulations on on-site signs, which are a permanent blight to our senses.

I agree with the Los Angeles Times: "...people need areas that are free of advertising, places to seek relief from the urban sensory assault..." Therefore, any advertising in parks should not be allowed.

I hope and expect that the Committee members will represent the general public of Los Angeles, not the independent sign companies.

Janie Marlowe  
1417 Warnall Avenue  
Los Angeles, CA 90024



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: CF #08-2020 - Sign Ordinance

1 message

---

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

Mon, Dec 5, 2011 at 9:05 AM

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

From: Judi <jllaing@aol.com>  
Date: Sat, Dec 3, 2011 at 11:54 AM  
Subject: CF #08-2020 - Sign Ordinance  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)  
Cc: [tom.labonge@lacity.org](mailto:tom.labonge@lacity.org)

Dear Sharon Gin -

What do you think about putting advertising signs in the Grand Canyon? How about in the giant redwoods? What about the Channel Islands or on the fence as we gaze at the elephants, go to hit a nine iron and are distracted by a blinking digital ad? There is a time and place for everything and advertising signs, digital or otherwise, are great in, let's say, Times Square



but people are entitled to not be assaulted by constant advertising...the zoo, the Autry, Griffith Park are all meant to be respites from a noisy, overstimulated environment. To think that, even for a moment, we, the people, even have to confront a trash can with an ad, in the park, is egregious. What I am at a loss to understand is how the pressure from lobbying groups and individuals can make anyone do what is not in the interest of the people but in the selfish self-interest of the companies lobbyists represent. What would happen if those under pressure just said 'no'?

Please say 'no' to ads of any kind and please say 'no' to Sign Districts.

Thank you,  
Judi Laing



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: Against any change in amount of signs no more total square footage

1 message

---

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

Mon, Dec 5, 2011 at 9:05 AM

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

From: **Patty Gioffre** <[pmgioffre@gmail.com](mailto:pmgioffre@gmail.com)>  
Date: Sat, Dec 3, 2011 at 11:59 AM  
Subject: Against any change in amount of signs no more total square footage  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Sharon,

Please limit the number of signs in the City of L.A. to no more than those already existing and also no larger in total square feet already existing in the current total number of signs or less.

Thank you,

Patricia Gioffre



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

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

1 message

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

Mon, Dec 5, 2011 at 9:05 AM

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

From: **Nan Waldman** <[nan@nanwaldman.com](mailto:nan@nanwaldman.com)>  
Date: Sat, Dec 3, 2011 at 12:33 PM  
Subject: Council File Nos. 08-2020 and 11-1705, re: Sign Ordinance  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

*To: PLUM Committee Secretary Sharon Gin: Please distribute a copy of this letter before Monday's meeting to members of the PLUM Committee.*

Nan Waldman, Esq.  
1640 5th Street  
Santa Monica CA 90401

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

To the PLUM Committee:

On Monday you will consider changes to the City's Sign Ordinance. In my opinion, too much is at stake because the billboard companies and their lobbyists have devised various ways to get around the intent of the Ordinance. According to the City's 2002 sign ordinance there should be no new outdoor off-site signage. While there may be some good components to the revised Ordinance, there are many, many loopholes which should not be allowed.

- A key concept to keep in mind is that regardless of the methods by which NEW billboards are erected, there should be NO NET GAIN in the total number of billboards across the City. We need to protect the intent of the 2002 Ordinance! **When new signs go up, old signs must come down via a mandatory "takedown" provision.** Contributions to community benefit funds (which are being suggested instead of takedowns) can and should be made **in addition to** removing the extant billboards which violate the 2002 Ordinance.
- Greed is noticed, and especially during these times of fiscal emergency, challenges should be expected as this Ordinance moves forward unless loopholes are closed
- Re the 3 page section defining an appeals process from fines for violations (this compromises future compliance as written). Please do not allow for an appeals process for penalties assessed. Strong appeals are important as a deterrent, particularly for an industry such as the billboard industry, which has a long history of noncompliance and actions taken against the public interest.





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

---

## Fwd: Sign Ordinance

1 message

---

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

Mon, Dec 5, 2011 at 9:05 AM

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

From: **Barry Weiss** <[barryweissla@gmail.com](mailto:barryweissla@gmail.com)>  
Date: Sat, Dec 3, 2011 at 12:35 PM  
Subject: Sign Ordinance  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Ms. Gin:

Please forward this email to the members of the P.L.U.M. Committee prior to the next meeting. Please let me know that you have done so.

Thanks!

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



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

---

## Fwd: billboards

1 message

---

**Sharon Gin** <sharon.gin@lacity.org>**Mon, Dec 5, 2011 at 9:06 AM**

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

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

From: <[Camillab7@aol.com](mailto:Camillab7@aol.com)>

Date: Sat, Dec 3, 2011 at 1:08 PM

Subject: billboards

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

Dear Committee Secretary Sharon Gin,

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

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:

Please help protect us and our children from the spread of billboards, digital signs, and other forms of commercial advertising blights in our communities! Please make sure the new sign ordinance does the following:

- Keeps commercial advertising out of parks and public facilities, without 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 permit to compliance, rather than allowing an "adjustment" for signs up to 20 percent higher than permitted.
- Allows only on-site, or business, signs in Comprehensive Sign program.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal ordinance.

Sincerely,

Camilla Baklayan  
7931 Vulcan Dr.  
L.A Ca, 90046



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: Vote against sign ordinance for Griffith Park

1 message

---

Sharon Gin <sharon.gin@lacity.org>

Mon, Dec 5, 2011 at 9:06 AM

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

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

From: <[SALNLA96@aol.com](mailto:SALNLA96@aol.com)>

Date: Sat, Dec 3, 2011 at 1:35 PM

Subject: Vote against sign ordinance for Griffith Park

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

Please notify the councilman that I very opposed to the sign ordinance proposed for Griffith Park and especially for the zoo. The purpose of this park is to give people a respite from the rush/rush of public life today and flashing signboards are the worse of the intruders on our lives.

Dr. Sarah A Latier Napier  
Executive Board of Friends of Griffith Park



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

---

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

1 message

---

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

Mon, Dec 5, 2011 at 9:06 AM

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

From: **Dan Silver** <[dsilverla@me.com](mailto:dsilverla@me.com)>  
Date: Sat, Dec 3, 2011 at 2:22 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,



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

---

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

1 message

---

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

Mon, Dec 5, 2011 at 9:06 AM

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

From: **Steve Freedman** <[steve.freedman@earthlink.net](mailto:steve.freedman@earthlink.net)>  
Date: Sat, Dec 3, 2011 at 3:32 PM  
Subject: Council File 08-2020 Citywide Sign Ordinance Revisions  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Please distribute to committee members before Monday meeting

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.
- The new 3-page section defines an appeal process from fines for violations, thus compromising future compliance. This Ordinance should not allow for an appeals process for penalties assessed.

Sincerely,



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: Lighted signs

1 message

---

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

**Mon, Dec 5, 2011 at 9:06 AM**

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

From: **Melinda Peters** <peterslcsw@sbcglobal.net>  
Date: Sat, Dec 3, 2011 at 4:17 PM  
Subject: Lighted signs  
To: "[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)" <[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)>

We love the zoo but want no oversized or illuminated signage- a bad precedent. Thank you ! Tom and Melinda Peters  
Sent from my iPhone

---



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

---

## Fwd: Sign Ordinance PLUM Hearing Dec. 5

1 message

---

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

Mon, Dec 5, 2011 at 9:07 AM

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

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

From: **Peter Nott** <peternott65@gmail.com>

Date: Sat, Dec 3, 2011 at 6:24 PM

Subject: Sign Ordinance PLUM Hearing Dec. 5

To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)Cc: [info@banbillboardblight.org](mailto:info@banbillboardblight.org), venice stakeholders <[VeniceStakeholders@ca.rr.com](mailto:VeniceStakeholders@ca.rr.com)>, niesja sharp <[DERICKANDNIESJA@msn.com](mailto:DERICKANDNIESJA@msn.com)>, lois brower <[ljbrower@aol.com](mailto:ljbrower@aol.com)>, bill rosendahl <[billrosendahl@aol.com](mailto:billrosendahl@aol.com)>

December 3, 2011

Committee Secretary Sharon Gin

PLEASE DISTRIBUTE THIS LETTER TO ALL MEMBERS OF COMMITTEE WELL BEFORE UPCOMING HEARING

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:

From the public's point of view, there are two types of advertising:

(1) DISCRETIONARY: by this I mean that you have the choice whether to be inundated by it or not. Examples are TV, Radio, Newspapers, Magazines, even on the Internet. The advertisers are paying for that particular publication so you get it free or heavily subsidized by the advertisers. No problem, if you don't like it - don't turn it on or don't buy that publication. YOUR CHOICE.

(2) INVASIVE: This is where one has NO CHOICE but to be invaded by it and cannot do anything to avoid it. The best example is giant billboards covering the horizon. Driving to Palm Springs the view of the beautiful San Bernadino and San Jacinto Mtns is scarred by huge ugly billboards advertising condos on golf courses. Driving to Lake Tahoe from the Nevada side, same thing, huge ugly billboards destroying the wonders of some of the most beautiful part of our country. We can hardly close our eyes or look the other way and keep driving. We are subjected to this abuse and brainwashing mind control with no way out. The

December 3, 2011

Committee Secretary Sharon Gin

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:

From the public's point of view, there are two types of advertising:

- (1) DISCRETIONARY: by this I mean that you have the choice whether to be inundated by it or not. Examples are TV, Radio, Newspapers, Magazines, even on the internet. The advertisers are paying for that particular publication so you get it free or heavily subsidized by the advertisers. No problem, if you don't like it - don't turn it on or don't buy that publication. YOUR CHOICE.
  
- (2) INVASIVE: This is where one has NO CHOICE but to be invaded by it and cannot do anything to avoid it. The best example is giant billboards covering the horizon. Driving to Palm Springs the view of the beautiful San Bernadino and San Jacinto Mtns is scarred by huge ugly billboards advertising condos on golf courses. Driving to Lake Tahoe from the Nevada side, same thing, huge ugly billboards destroying the wonders of some of the most beautiful part of our country. We can hardly close our eyes or look the other way and keep driving. We are subjected to this abuse and brainwashing mind control with no way out. The latest round of billboards in Los Angeles with their flashing lights and electronic effects and moving screens are totally outrageous and a complete intrusion of our right to drive down the street and not be subject to advertising. The billboards now are so animated so as to get your attention that they are very distracting and are definitely a danger to traffic with drivers not looking where they are going. Almost as bad as the distraction of a cell phone which is banned - right?

Please do not let any more of these monstrosities obstruct our view and control our minds and infuriate our senses and distract our concentration and literally cause stress due the invasive nature and anger they arouse. Los Angles would be a better place if you set up a law to absolutely ban any new signs and put in place a plan to slowly but surely exterminate the existing ones. Surely you have the power to give them all a deadline to phase them out altogether. Have you ever met anyone who likes them?

Respectfully

Peter Nott





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

---

## Fwd: Citywide Sign Ordinance Revisions

1 message

---

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

Mon, Dec 5, 2011 at 9:07 AM

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

From: **Marilyn Schafer** <[mtfschafer@gmail.com](mailto:mtfschafer@gmail.com)>  
Date: Sat, Dec 3, 2011 at 9:23 PM  
Subject: 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:**

**Driving through some sections of our city where commercial advertising is at an all time high makes my drive quite distracting and disturbing. I feel bombarded by advertisements which keep me from appreciating the natural beauty of a city street, a beautiful garden or people just enjoying themselves. Buy! buy! buy! has become a mantra that needs to be replaced by relax and enjoy the ride!**

**Please keep commercial advertising out of parks and public facilities.**

**Sincerely,**

**Marilyn T. Schafer**

**4045 W. 58<sup>th</sup> Place**

**Los Angeles, CA 90043**

---



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

---

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

1 message

---

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

Mon, Dec 5, 2011 at 9:07 AM

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

From: [acomelo@netzero.net](mailto:acomelo@netzero.net) <[acomelo@netzero.net](mailto:acomelo@netzero.net)>  
Date: Sat, Dec 3, 2011 at 10:01 PM  
Subject: Council File 08-2020 Citywide Sign Ordinance Revisions  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Hi Sharon,

Please forward the following to the members of the Planning and Land Use Management Committee. I am disgusted that the billboard industry has been able to continue to defang City rules that increase blight (by the very existence of their billboards).

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,  
Anil Comelo  
Venice

---

53 Year Old Mom Looks 33

The Stunning Results of Her Wrinkle Trick Has Botox Doctors Worried  
<http://thirdpartyoffers.netzero.net/TGL3231/4edb0d16b017986988dst06duc>



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: Sign Ordinance

1 message

---

Sharon Gin <sharon.gin@lacity.org>

Mon, Dec 5, 2011 at 9:08 AM

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

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

From: [bnapharris@aol.com](mailto:bnapharris@aol.com) <[bnapharris@aol.com](mailto:bnapharris@aol.com)>

Date: Sat, Dec 3, 2011 at 10:21 PM

Subject: Sign Ordinance

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

Cc: [MKrell1026@aol.com](mailto:MKrell1026@aol.com), [GJF165@gmail.com](mailto:GJF165@gmail.com)

Please distribute 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,

Bette Harris

856 Wellesley Ave.

Los Angeles, CA 90049



Candy Rosales <candy.rosales@lacity.org>

---

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

1 message

---

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

Mon, Dec 5, 2011 at 9:08 AM

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

From: **David Beaulieu** <[dbeaulieu@earthlink.net](mailto:dbeaulieu@earthlink.net)>  
Date: Sun, Dec 4, 2011 at 6:31 AM  
Subject: Re: Council File 08-2020 Citywide Sign Ordinance Revisions  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

December 3, 2011

To: Planning and Land Use Management Committee

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members,

The spread of digital signs blights neighborhoods. They are far more intrusive than regular billboards, which are bad enough. Any new sign ordinance should not grandfather in the 14 sign districts under the more liberal current citywide ordinance. That would be a violation of what the residents of Los Angeles desire. In addition, any new advertising signs should be offset with a takedown of existing billboards, and the city should aggressively insist that all illegal signage be removed immediately.

Billboard blight diminishes the quality of life in Los Angeles for all of us. The City Council should resist the urging of lobbyists, who have dominated the discussion for far too many years.

Thank you.

Sincerely,

David Beaulieu

[dbeaulieu@earthlink.net](mailto:dbeaulieu@earthlink.net)  
1336 Edgecliff Drive  
Los Angeles, CA 90026  
323/663-6419



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

---

## Fwd: Fw: Citywide Sign Ordinance Revisions. CF#'s 08-2020/11-1705

1 message

---

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

Mon, Dec 5, 2011 at 9:08 AM

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

From: **Maria** <[mbfisk@verizon.net](mailto:mbfisk@verizon.net)>  
Date: Sun, Dec 4, 2011 at 9:27 AM  
Subject: Fw: Citywide Sign Ordinance Revisions. CF#'s 08-2020/11-1705  
To: [Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)

*Ms. Gin, please distribute this email to PLUM Committee members prior to Monday's meeting (12/5/11)*

December 4, 2011

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

**Re: Council File #'s 08-2020/11-1705  
Citywide Sign Ordinance Revisions**

Honorable Councilmembers:

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.
- Does not allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be



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

---

**Fwd: 08-2020, Dec 5 hearing, new LA Zoo - for council file**

1 message

---

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

Mon, Dec 5, 2011 at 9:08 AM

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

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

From: **Gerry Hans** <[gerry@friendsofgriffithpark.org](mailto:gerry@friendsofgriffithpark.org)>

Date: Sun, Dec 4, 2011 at 10:06 AM

Subject: 08-2020, Dec 5 hearing, new LA Zoo - for council file

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

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

December 4, 2011

Re: Council file 08-2020, Citywide Sign Ordinance, Dec 5, 2011 session - LA Zoo report by CAO

Dear Councilman Reyes,

In a last minute memo from the Chief Administrative Officer(CAO) on December 1st, a specific exemption for allowance of application for a sign district has been proposed for the Los Angeles Zoo. The memo further suggests that the applicant, the L.A. Zoo, would not have "unrestricted authority to establish signage, but rather allows for a process that involves a thorough review by DCP and significant community input."

Friends of Griffith Park(FOGP) opposes this language being added to the current revision, as well as the exemption for sign districts which FOGP previously opposed via our letter of December 1st, recapped here, where the underlined portion should be removed on Page 20: "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." (Please note that any sign district supersedes other provisions of the ordinance.)



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

---

## Fwd: Council File #'s 08-2020/11-1705

1 message

---

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

Mon, Dec 5, 2011 at 9:08 AM

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

From: **John Seletos** <[johnseletos@gmail.com](mailto:johnseletos@gmail.com)>  
Date: Sun, Dec 4, 2011 at 10:23 AM  
Subject: Council File #'s 08-2020/11-1705  
To: [Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)  
Cc: Maria Fisk <[mbfisk@verizon.net](mailto:mbfisk@verizon.net)>

*Ms. Gin, please distribute this email to PLUM Committee members prior to Monday's meeting (12/5/11)*

December 5, 2011

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

**Re: Council File #'s 08-2020/11-1705  
Citywide Sign Ordinance Revisions**

Honorable Councilmembers:

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.
- Does not 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,  
John Seletos  
Granada Hills Resident



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: 08-2020 City-wide Sign Ordinance and LA Zoo -for council file

1 message

---

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

Mon, Dec 5, 2011 at 9:08 AM

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

From: **Mary Button** <[gerryhans51@gmail.com](mailto:gerryhans51@gmail.com)>  
Date: Sun, Dec 4, 2011 at 11:05 AM  
Subject: 08-2020 City-wide Sign Ordinance and LA Zoo -for council file  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Councilmember Reyes  
Chair, PLUM Committee

Dear Councilman Reyes,

As an addendum to my letter dated Dec 1st to the PLUM Committee, I oppose any consideration that the Los Angeles Zoo be given an exemption for application for sign district. The Los Angeles Zoo is within a city park, and no such ability to apply for a sign district should be granted to any entity that resides within the borders of a city park.

Mary Button  
Los Angeles resident





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

---

## Fwd: Billboards

1 message

---

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

Mon, Dec 5, 2011 at 9:09 AM

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

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

From: **Karen McLoughlin** <[mclk60@sbcglobal.net](mailto:mclk60@sbcglobal.net)>

Date: Sun, Dec 4, 2011 at 12:10 PM

Subject: Billboards

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.

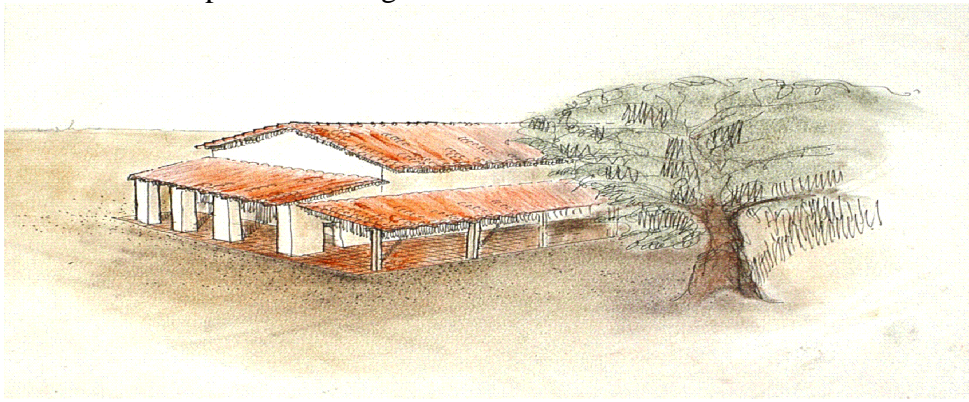
-Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.

-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, Karen McLoughlin 5181 Village Green LA 90016

## Campo de Cahuenga Historical Memorial Association



December 1, 2011

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

Re: Proposed Revised Citywide Sign Regulation Ordinance, Council File 08-2020, 11-1705

Honorable Members of the Land Use Management Committee:

At its fourth hearing on October 18, 2011, the Planning and Land Use Management Committee (PLUM) instructed the Department of City Planning to report back on a number of specific issues affecting the proposed Citywide Sign Ordinance. It is this document dated November 21, 2011 that the Campo de Cahuenga Historical Memorial Association is responding to.

The Association is the non-profit organization that manages the above historic facility, Campo de Cahuenga which is located west of NBC Universal at the entrance to CityWalk, across Lankershim Boulevard and adjacent to the Universal/MTA Metro Station.

### **Planning Commission Response**

We believe that the current draft of the Citywide Ordinance does not reflect the action of the Planning Commission any longer. Since expanding the "Grandfathering List" on August 9, 2011 and revising the Sign Reduction and Community Benefits and brightness limits on October 5<sup>th</sup> and 18<sup>th</sup>, these and other substantial changes are not the issues addressed by the Commission in their approval of the Ordinance. These and future revisions should be looked at by the Commission.

### **Sign Reduction**

The Sign Reduction sections of the proposed Ordinance do not address "taking down" and "putting up" like (similar) signs. A sign company could take down an outdated non – revenue producing Off-Site sign and put up a modern Digital Display sign, thus, increasing their profit margin one hundred percent.

### **"Grandfathering"**

We believe that to exclude NBC Universal's two major projects (NBC/Universal Evolution Plan and the Metro Universal Plan) from the provisions of the new Citywide Sign Ordinance would be

an injustice to the environmental process currently underway by the City. The Evolution Plan was filed on January 18, 2007, under another name, and the Metro Universal Plan on August 22, 2008. The time between those dates and now has been due to the City and the applicant's staff addressing the substantial number of comments on the Draft EIRs. The historic Campo de Cahuenga would directly be located in the center and over-shadowed by a "Western Times Square" Sign and Lighting District as would a number of residential neighborhoods north and south of Ventura Boulevard in Toluca Lake, and North Hollywood and Studio City.

### **Signage in Parks and Public Facilities**

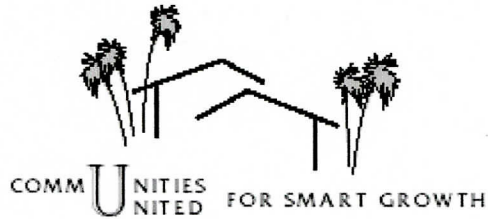
Not allowing off-site signs in parks and public facilities is a good start. It should be expanded to not allow these signs and digital displays signs within 500 feet of a park or public facility. Signage brightness actually extends a distance beyond the actual property lines of parks and public facilities.

Sincerely,

Deuk Perrin,  
President, Campo de Cahuenga Historical Memorial Association  
Email: [deuk\\_perrin@hotmail.com](mailto:deuk_perrin@hotmail.com) ; telephone: (805) 578-9236

The Campo de Cahuenga is a public service activity made possible through partnership with the City of Los Angeles Department of Recreation and Parks





December 5, 2011

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

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Re: Proposed Revised Citywide Sign Regulation Ordinance, Council File 08-2020

Dear Committee Members,

The Board of Directors of Communities United for Smart Growth (CUSG) thanks you for the opportunity to respond in writing to the latest sign ordinance draft, released by the City Planning Department. Communities United for Smart Growth [a 501(c)(3) public charity] is a coalition of long-established neighborhood organizations, homeowner and property owner associations, and business groups in the East Valley/Hollywood area of the County of Los Angeles. The purpose of this coalition is to monitor development and study its possible effects on the region, and to enter into a dialogue with the developers of proposed projects with the goal of creating a common vision that would be beneficial for both the developers and the community at large.

We are comprised of representatives from the following areas:

- Cahuenga Pass
- Hollywood Dell
- Hollywood Knolls
- Hollywood Manor
- Lakeridge Estates
- The Island Community
- Toluca Lake
- Outpost Estates
- Campo de Cahuenga
- Studio City

Although we are concerned about many of the ideas in the most recent Sign Ordinance Draft and their effects on the entire city, we are especially worried about how a sign district for the immediately adjacent Universal Studios would impact the surrounding neighborhoods. The recent proliferation of billboards, especially digital signs and other forms of commercial advertising has been an unwelcome development for our communities. The desire to fill our environs with these completely out-of-context signs stems from the mistaken identification of our communities as being urban rather

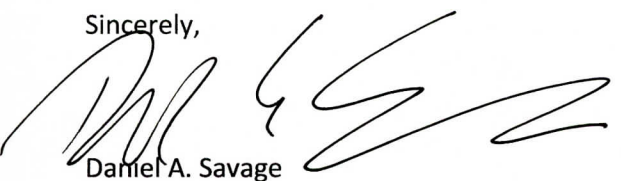
than suburban. In a suburban environment such as ours, it is rational to expect that the calm, quasi-rural nature of a suburb is to be valued and preserved and not littered with products that spew visual pollution.

We also would like to point out the proven hazards that electronic billboards have with regard to vehicle safety. Studies have shown that inattentive driving is a major contributor to car accidents. As new technologies have allowed these digital signs to produce multiple attention-grabbing images, the risk to drivers and pedestrians increases in direct proportion.

CUSG would also like to ensure that any new sign ordinance includes the following:

- Commercial advertising should not be allowed within 500 feet of a park or public facility. As signage brightness actually extends a good distance beyond the actual property lines of parks and public facilities, just banning them from inside of those areas is not sufficient.
- Any new advertising signs in a sign district must be offset with the takedown of billboards in the surrounding communities at a one-to-one (at least) square footage ratio. In addition, strict rules must be put in place with regards to take down and replacement of "like" signs. A sign company could potentially take down an outdated, non – revenue producing Off-Site sign and put up a modern, light-pollution spewing Digital Display sign, thus, increasing their profit margin and the visual blight to the local community, one hundred percent.
- Sign companies must be required to bring all billboards found to be in violation of their permits into immediate and full compliance.
- Comprehensive Sign programs should only allow "on-site" or business signs.
- We are opposed to the "grandfathering" of 14 applied for sign districts that would allow these areas to be established under the earlier, much more liberal provisions of the current citywide ordinance that this new plan would replace. Specifically in regard to our community, we strongly disagree with the idea of excluding the two major projects near Universal Studios (NBC Universal Evolution Plan and the Metro Universal Plan) from the provisions of the new Citywide Sign Ordinance. To do so would be an injustice to the environmental process currently underway by the City and County. The Evolution Plan was filed on January 18, 2007, under another name, and the Metro Universal Plan on August 22, 2008. The time between those dates and now has been due to the City and the applicant's staff addressing the substantial number of comments on the Draft EIRs. Many of those comments specifically cover the issues of signage and visual blight. The creation of a "Times Square West" Sign and Lighting District would have a significant and unmitigatable negative impact on all of the surrounding residential neighborhoods north and south of Ventura Boulevard in Toluca Lake, the Hollywood Knolls, Hollywood Manor and North Hollywood and Studio City.

Sincerely,



Daniel A. Savage

President

Communities United for Smart Growth

4444 Lakeside Drive

Suite 350

Burbank, CA 91505

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



## **Hollywood Knolls Community Club**

---

**3360 Barham Boulevard, Hollywood, CA 90068**

**(323) 436-0364**

December 5, 2011

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

Ed Reyes, Chairman  
Jose Huizar  
Paul Krekorian

Re: Proposed Revised Citywide Sign Regulation Ordinance, Council File 08-2020

Dear Committee Members,

The Board of Directors of Hollywood Knolls Community Club (HKCC) thanks you for the opportunity to respond in writing to the latest sign ordinance draft, released by the City Planning Department. HKCC is the residents' association covering close to 800 homes in the Hollywood Knolls, Hollywood Manor and Lakeridge Estates.

Although we are concerned about many of the ideas in the most recent Sign Ordinance Draft and their effects on the entire city, we are especially worried by how a sign district for the immediately adjacent Universal Studios would impact the surrounding neighborhoods, including ours. The recent proliferation of billboards, especially digital signs and other forms of commercial advertising has been an unwelcome development for our communities. The desire to fill our environs with these completely out-of-context signs stems from the mistaken identification of our communities as being urban rather than suburban. In a suburban environment such as ours, it is rational to expect that the calm, quasi-rural nature of a suburb is to be valued and preserved and not littered with products that spew visual pollution.

We also would like to point out the proven hazards that electronic billboards have with regard to vehicle safety. Studies have shown that inattentive driving is a major contributor to car accidents. As new technologies have allowed these digital signs to produce multiple attention-grabbing images, the risk to drivers and pedestrians increases in direct proportion.

HKCC would also like to ensure that any new sign ordinance includes the following:

- Commercial advertising should not be allowed within 500 feet of a park or public facility. As signage brightness actually extends a good distance beyond the actual property lines of parks and public facilities, just banning them from inside of those areas is not sufficient.
- Any new advertising signs in a sign district must be offset with the takedown of billboards in the surrounding communities at a one-to-one (at least) square footage ratio. In addition, strict rules must be put in place with regards to take down and replacement of "like" signs. A sign company could potentially take down an outdated, non – revenue producing Off-Site sign and put up a modern, light-pollution spewing Digital Display sign, thus, increasing their profit margin and the visual blight to the local community, one hundred percent.
- Sign companies must be required to bring all billboards found to be in violation of their permits into immediate and full compliance.
- Comprehensive Sign programs should only allow "on-site" or business signs.
- We are opposed to the "grandfathering" of 14 applied for sign districts that would allow these areas to be established under the earlier, much more liberal provisions of the current citywide ordinance that this new plan would replace. Specifically in regard to our community, we strongly disagree with the idea of excluding the two major projects near Universal Studios (NBC Universal Evolution Plan and the Metro Universal Plan) from the provisions of the new Citywide Sign Ordinance. To do so would be an injustice to the environmental process currently underway by the City and County. The Evolution Plan was filed on January 18, 2007, under another name, and the Metro Universal Plan on August 22, 2008. The time between those dates and now has been due to the City and the applicant's staff addressing the substantial number of comments on the Draft EIRs. Many of those comments specifically cover the issues of signage and visual blight. The creation of a "Times Square West" Sign and Lighting District would have a significant and unmitigatable negative impact on all of the surrounding residential neighborhoods north and south of Ventura Boulevard in Toluca Lake, the Hollywood Knolls, Hollywood Manor and North Hollywood and Studio City.

Sincerely,



Daniel A. Savage  
President

Hollywood Knolls Community Club  
3360 Barham Blvd  
Los Angeles, CA 90068

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





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

---

## Fwd: BILLBOARDS

1 message

---

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

Mon, Dec 5, 2011 at 9:10 AM

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

From: **Peter Nott** <[peternott65@gmail.com](mailto:peternott65@gmail.com)>  
Date: Sun, Dec 4, 2011 at 2:53 PM  
Subject: BILLBOARDS  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

December 3, 2011

Committee Secretary Sharon Gin

PLEASE DISTRIBUTE THIS LETTER TO ALL COMMITTEE MEMBERS WELL BEFORE THE 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:

From the public's point of view, there are two types of advertising:

(1) DISCRETIONARY: by this I mean that you have the choice whether to be inundated by it or not. Examples are TV, Radio, Newspapers, Magazines, even on the internet. The advertisers are paying for that particular publication so you get it free or heavily subsidized by the advertisers. No problem, if you don't like it - don't turn it on or don't buy that publication. YOUR CHOICE.

(2) INVASIVE: This is where one has NO CHOICE but to be invaded by it and cannot do anything to avoid it. The best example is giant billboards covering the horizon. Driving to Palm Springs the view of the beautiful San Bernadino and San Jacinto Mtns is scarred by huge ugly billboards advertising condos on golf courses. Driving to Lake Tahoe from the Nevada side, same thing, huge ugly billboards destroying the wonders of some of the most beautiful part of our country. We can hardly close our eyes or look the other way and keep driving. We are subjected to this abuse and brainwashing mind control with no way out. The latest round of billboards in Los Angeles with their flashing lights and electronic effects and moving screens are totally outrageous and a complete intrusion of our right to drive down

December 3, 2011

Committee Secretary Sharon Gin

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:

From the public's point of view, there are two types of advertising:

- (1) DISCRETIONARY: by this I mean that you have the choice whether to be inundated by it or not. Examples are TV, Radio, Newspapers, Magazines, even on the internet. The advertisers are paying for that particular publication so you get it free or heavily subsidized by the advertisers. No problem, if you don't like it - don't turn it on or don't buy that publication. YOUR CHOICE.
  
- (2) INVASIVE: This is where one has NO CHOICE but to be invaded by it and cannot do anything to avoid it. The best example is giant billboards covering the horizon. Driving to Palm Springs the view of the beautiful San Bernadino and San Jacinto Mtns is scarred by huge ugly billboards advertising condos on golf courses. Driving to Lake Tahoe from the Nevada side, same thing, huge ugly billboards destroying the wonders of some of the most beautiful part of our country. We can hardly close our eyes or look the other way and keep driving. We are subjected to this abuse and brainwashing mind control with no way out. The latest round of billboards in Los Angeles with their flashing lights and electronic effects and moving screens are totally outrageous and a complete intrusion of our right to drive down the street and not be subject to advertising. The billboards now are so animated so as to get your attention that they are very distracting and are definitely a danger to traffic with drivers not looking where they are going. Almost as bad as the distraction of a cell phone which is banned - right?

Please do not let any more of these monstrosities obstruct our view and control our minds and infuriate our senses and distract our concentration and literally cause stress due the invasive nature and anger they arouse. Los Angles would be a better place if you set up a law to absolutely ban any new signs and put in place a plan to slowly but surely exterminate the existing ones. Surely you have the power to give them all a deadline to phase them out altogether. Have you ever met anyone who likes them?

Respectfully

Peter Nott

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

**RE: Council File Nos. 08-2020 and 11-1705 - Sign Ordinance Revisions**

**The La Brea Willoughby Coalition urges the Committee to protect the intent of the City's 2002 sign ordinance concept there should be no new net outdoor off-site signage: this means regardless of methods NEW billboards are erected, there should be NO NET GAIN in the total number of billboards across the City. This requires when any new signs go up old signs must come down via a mandatory "takedown" provision in sign districts of the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one. Contributions to community benefit funds (which are being suggested instead of takedowns) can and should be made in addition to takedown requirements.**

We further recognize the spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect communities for ourselves, our friends, our neighbors, and our children by ensuring the new sign ordinance also does the following:

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions;
- 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. and
- Does not 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,

*Lucille Saunders*

P.O. Box 27404  
Los Angeles, CA 90027  
323-663-1031  
[president@hillsidefederation.org](mailto:president@hillsidefederation.org)  
[www.hillsidefederation.org](http://www.hillsidefederation.org)



PRESIDENT  
Marian Dodge  
CHAIRMAN  
Charley Mims  
VICE PRESIDENTS  
Mark Stratton  
Wendy-Sue Rosen  
SECRETARY  
Donna Messinger  
TREASURER  
Don Andres

Planning and Land Use Management Committee  
City Hall, Room 395  
200 N. Spring Street  
Los Angeles, CA 90012

December 4, 2011

Re: Sign Ordinance CF# 08-2020 and CF# 11-1705

Honorable Councilmembers Reyes, Huizar, and Krekorian:

The Federation of Hillside and Canyon Associations, Inc., representing thirty-four homeowner and resident associations spanning the Santa Monica Mountains, is opposed to the revised Sign Ordinance (CF# 08-2020) as it is currently written.

The Sign Ordinance must assure that there is a net reduction in the number of billboards throughout the city. The takedown provision must be mandatory and in addition to—not as an option to—a community benefit program. The only meaningful community benefit is a reduced number of signs.

Additionally the Sign Ordinance must absolutely prohibit off-site signs in city parks and on city property. The loophole on p. 20, Section 14.4.4.O. "...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.*" must be deleted.

The recent request for a Sign District in the Los Angeles Zoo is particularly disturbing because the Zoo's primary clientele is toddlers to ten-year-olds, a very vulnerable group who depends on responsible adults like those in this room for their protection. Advertising must be prohibited in the Zoo, which is located entirely within the boundaries of Griffith Park, which is also an Historic-Cultural Monument.

The Los Angeles Times editorial on Dec. 3 is correct—billboards and parks do not mix.

Sincerely,

*Marian Dodge*

Marian Dodge, President

cc: Councilmember LaBonge  
Coalition to Ban Billboard Blight

CHAIRPERSONS EMERITUS  
Shirley Cohen  
Jerome C. Daniel  
Patricia Bell Hearst  
Alan Kishbaugh  
Gordon Murley  
Polly Ward

CHAIRMAN IN MEMORIUM  
Brian Moore



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: Sign Ordinance

1 message

---

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

**Mon, Dec 5, 2011 at 9:10 AM**

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

From: **Sarah Hays** <[sirrah@sbcglobal.net](mailto:sirrah@sbcglobal.net)>  
Date: Sun, Dec 4, 2011 at 8:16 PM  
Subject: Sign Ordinance  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Dear Ms. Gin - Please distribute this to committee members before Monday, Dec 5 meeting. Thank you.

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:

Please do not sell our city to the billboard companies! We should not be bombarded with commercial advertising at every turn. Do not use the excuse that allowing new billboards will help fund needed projects that will benefit us all; other funding must be found if these projects are worth doing. 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;

---

## Fwd: Public Comment: CF# 08-2020, 12/5/2011

1 message

---

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

Mon, Dec 5, 2011 at 9:10 AM

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

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

From: [bsoter@earthlink.net](mailto:bsoter@earthlink.net) <[bsoter@earthlink.net](mailto:bsoter@earthlink.net)>

Date: Sun, Dec 4, 2011 at 9:27 PM

Subject: Public Comment: CF# 08-2020, 12/5/2011

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

Dear Councilmembers Reyes, Huizar and Krekorian,

In order to close a loophole that will allow off-site signs (advertising) in city parks and public facilities, I respectfully request that you eliminate the language highlighted in capital letters below from page 20 of the draft of 08-2020.

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.

The highlighted language can be used to justify selling advertising in parks, rec centers, pocket parks, senior centers, museums, the L.A. Zoo, 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. Whether a park exists now or is in the planning stage, it should not be redefined by the private sector a place or surface in or on which commercial goals and profits can be advanced at the expense of our children.

Additionally, I ask you to reject the L.A. Zoo's request to be designated as a Sign District. The Zoo is a public facility within a park. What's more, the park in which it is situated is Griffith Park, is a City of Los Angeles Historic-Cultural Monument and a County of Los Angeles Significant Ecological Area. It should not be blighted by advertising.

Thank you,  
Bernadette Soter  
2640 N. Commonwealth Avenue  
Los Angeles, CA 90027



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

---

## Fwd: Council File 08-2020 and 11-1705

1 message

---

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

Mon, Dec 5, 2011 at 9:11 AM

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

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

From: **Marilyn Tusher** <[mltusher@att.net](mailto:mltusher@att.net)>

Date: Sun, Dec 4, 2011 at 9:28 PM

Subject: Council File 08-2020 and 11-1705

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

Dear Planning and Land Use Management Committee,

In regards to the above listed file numbers, and your hearing on Monday December 5th on the latest revisions to the city wide sign ordinance, I have the following requests to be considered, as I will not be able to attend this meeting. I am a long time resident (45 years) in a neighborhood of single family homes. I urge you to take into consideration our interests in similar areas of the city, as we all continue to protest the continued proliferation of unwanted signs and billboards.

1. Please be sure that any new sign ordinance or revision **does not permit any commercial advertising in our parks or public facilities**, with no exceptions allowed at all.
2. Protect the intent of 2002 Ordinance and do not allow any new signs to go up, without an old sign coming down via a mandatory takedown provision. And in addition, some sort of contribution to community benefit funds should also be made in addition to the mandatory takedowns.
3. Also I would request that any new Ordinance does not allow for an appeals process for penalties assessed on violations to the sign ordinance

Thank you for taking the time to seriously consider my requests and concerns.

Sincerely,

Marilyn Tusher

2557 Midvale Avenue

Los Angeles, CA 90064



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

---

## Fwd: PLUM committee Meeting, Monday, Dec. 5th

1 message

---

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

Mon, Dec 5, 2011 at 9:11 AM

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

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

From: **Al Moggia** <[almog@dslextrreme.com](mailto:almog@dslextrreme.com)>

Date: Sun, Dec 4, 2011 at 11:12 PM

Subject: PLUM committee Meeting, Monday, Dec. 5th

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)

To PLUM Committee Councilmembers:

Re: PLUM Committee Special Meeting, Dec 5, 2011, agenda item 08-2020 and 11-1705.

I urge you to oppose any aspect of the Los Angeles Municipal Code that would allow advertisements and banners to be placed in our city parks. At the October 18, 2011 PLUM committee it was understood by many at that meeting that the PLUM committee was sending the sign ordinance issue back to the Planning Dept. to change the ordinance such that advertisements and banners would not be allowed in parks. What now has been placed on the agenda would allow advertisements in parks by clever wording. For example: "*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.*" What is there to stop sign districts from being expanded from 16 to a larger number or to have boundaries enlarged to include parks?

As you know Oct. 18th PLUM Committee meeting, the large public turnout was overwhelmingly opposed to advertisements in parks. **The Los Angeles Times Editorial of Dec 3, 2011 stated. " Billboards and parks don't mix ---- Yes, L.A. needs new revenue. But its people need open spaces to play and relax, free from ads.**

PLUM Committee agenda for this meeting lists 13 Neighborhood Councils against the criteria for the sign ordinance. The majority of the public opposes advertisements in parks. The effort to get advertisements in parks is being led by an advertisement industry that has the financial resources to hire high priced lobbyists to get what they want. Hopefully, what is in the best interest of the public will prevail.

Al Moggia  
Silver Lake.





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

## Fwd: "Introductory Project Management in the Public Sector" workshop: Available "In-house" throughout the US

1 message

Sharon Gin &lt;sharon.gin@lacity.org&gt;

Mon, Dec 5, 2011 at 9:11 AM

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

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

From: **Mary McCorkell** <mary@performancetrainingsolutions.com>

Date: Mon, Dec 5, 2011 at 2:15 AM

Subject: "Introductory Project Management in the Public Sector" workshop: Available "In-house" throughout the US

To: [Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)

**If you are NOT in the Washington, DC area, we will come to you!** Currently, all of our regularly scheduled public workshops are available for In-House delivery as well. For a group of 8 or more, this is a very convenient and cost-effective training solution. The table below illustrates the savings that can be achieved by bringing us to your premises:

- 8-12 participants - \$1,047 per person (30% off our regular price)
- 13-17 participants - \$897 per person (35% off our regular price)
- 18-25 participants - \$747 per person (40% off our regular price)

PTS has been helping Government employees achieve their career potential for more than 10 years! Please call 1-888-872-4641 to discuss how we can be of service.

### WORKSHOP: "Introductory Project Management in the Public Sector"

DATE: February 21-23, 2012

TIME: 9:00 am – 4:30 pm

WASHINGTON LOCATION: Marriott Washington, 1221 22nd Street NW in downtown Washington.

PRICE: \$1497 (\$1347 per person for a group of three or more registering at the same time)

Breakfast and lunch as well as morning and afternoon snacks and refreshments are included.

#### \*\*\* COURSE DESCRIPTION \*\*\*

The public sector is becoming involved in an ever-increasing array of organizational improvement programs, high technology implementations, and new program implementations. Many otherwise competent managers are being forced to react to these changes through "crisis management", resulting in far too much effort and resources being spent on otherwise controllable initiatives. This learning event teaches individuals the basic principals of project management based on the guidelines set by the Project Management Institute.

During this three-day workshop you will learn to effectively manage both simple and complex projects ranging from those requiring little time and resources, to those spanning many years. You will learn project management skills, concepts, and principles through a number of dynamic lectures, interactive class discussions, and practical hands-on activity-based learning exercises using a case study.

By The End of the Workshop You Will Be Able To:

- Define your project and organize a project team
- Plan the project to optimize successful completion within time and funding constraints
- Control the project, including adapting to changing personnel, time lines, and funding allocations
- Lead a project and/or be an effective project team member

You Will Learn To:

- Understand the project management process:

<https://mail.google.com/a/lacity.org/?ui=2&ik=58ef39bbe8&vi...>



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

---

## Fwd: Fw: Citywide Sign Ordinance Revisions. CF#'s 08-2020/11-1705

1 message

---

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

Mon, Dec 5, 2011 at 9:11 AM

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

From: **Debbie Wubben** <[debbwubb@gmail.com](mailto:debbwubb@gmail.com)>  
Date: Mon, Dec 5, 2011 at 7:18 AM  
Subject: Fw: Citywide Sign Ordinance Revisions. CF#'s 08-2020/11-1705  
To: [Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)

*Ms. Gin, please distribute this email to PLUM Committee members prior to Monday's meeting (12/5/11)*

December 4, 2011

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

**Re: Council File #'s 08-2020/11-1705  
Citywide Sign Ordinance Revisions**

Honorable Councilmembers:

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.
- Does not 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 <candy.rosales@lacity.org>

---

## Fwd: CF #11-1705/ Zoo Sign District motion.

1 message

---

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

Mon, Dec 5, 2011 at 9:11 AM

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

From: **Dora Herrera** <yucas@charter.net>

Date: Mon, Dec 5, 2011 at 7:49 AM

Subject: CF #11-1705/ Zoo Sign District motion.

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

I am **opposed** to signs in parks and opposed to a Sign District in the LA Zoo which is part of the Griffith Park HCM.

Dora Herrera  
Yuca's Restaurants  
4666 Hollywood Blvd.  
L.A. CA 90027  
323. 661-0523



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

---

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

1 message

---

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

Mon, Dec 5, 2011 at 9:25 AM

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

From: **David Ambroz Esq.** <[davidambroz@gmail.com](mailto:davidambroz@gmail.com)>  
Date: Mon, Dec 5, 2011 at 9:13 AM  
Subject: Council File 08-2020 Citywide Sign Ordinance Revisions  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)  
Cc: Angela Motta <[angela.motta@lacity.org](mailto:angela.motta@lacity.org)>, Tina Oh <[christina.oh@lacity.org](mailto:christina.oh@lacity.org)>, Renee Weitzer <[renee.weitzer@lacity.org](mailto:renee.weitzer@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:

Its disturbing to me to see the steady erosion of the work done years ago now to begin to decrease the visual blight in Los Angeles, especially where I live in Hollywood.

Between the bus shelters, and now the "street furniture" (three sided signs that have the neighborhood's name above a movie poster) proliferating everywhere, it is challenging to see actual structures, trees, mountains etc. Trees in front of pole signs, and even in front of the 3-sided signs on the sidewalk are cut down, and the night sky is an ever-changing series of colors reflecting the digital billboards' current roster of advertisements.

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.

**Westwood South of Santa Monica Blvd**  
**Homeowner's Association**  
*Incorporated November 8, 1971*  
**P. O. Box 64213**  
Los Angeles, CA 90064-0213

December 4, 2011

LA City Council  
Planning and Land Use Management Committee  
City Hall, Room 395  
200 N. Spring Street  
Los Angeles, CA 90012

Via email c/o: Sharon.gin@lacity.org

**Re: Sign Ordinance CF# 08-2020 and CF# 11-1705**

Dear Chairperson Reyes and Committee Members Huizar and Krikorian:

We write to express our opposition to a number of changes currently being proposed as part of the revised Sign Ordinance. On behalf of our over 3800 homeowners, we seek revisions to the ordinance such that the INTENT of the 2002 Sign Ordinance is preserved. Any provisions of a new Sign Ordinance must respect and uphold that there must be a **net reduction** in the number of billboards across the city. By removing the **mandatory takedown requirement** and allowing for a community benefit program without required takedowns, your committee is allowing for an unquantifiable increase in the numbers of signs that will be allowed in Sign Districts and communities throughout Los Angeles. Opponents of Sign Districts made great compromises in our attempts to understand the Council's interest in establishing Sign Districts which, in our view, are very special exceptions being granted to a special interest group (outdoor advertisers) to the detriment of the general population. However, that compromise was made possible only when we were able to believe that the placement of signs in Sign Districts would NOT result in a net increase in the number of signs across the city. We believed then and still advocate now for the mandatory removal of existing signage when new signage is established.

The PLUM Committee and Council should feel completely comfortable in requiring those erecting signs to not only remove signs on an at least one-to-one basis, but you should also require that the companies receiving these very valuable entitlements, to also make a contribution to the proposed community benefit program. The Council has the authority to request this and should do so. Please instruct the Planning Dept. and/or City Attorney's office to draft **language that requires BOTH mandatory sign reduction AND community benefits**. This is a more than reasonable arrangement for those who will be allowed to violate the spirit of the 2002 Sign Ordinance in exchange for purely self-serving benefits. The only meaningful community benefit for the city in the long run is a reduction in the number of outdoor advertising signs.

The outcry across the city to ensure that there be a **pure prohibition of off-site signs in city parks and on city property** has been clear. Yet, there still remains a loophole on p. 20, Section 14.4.4.O. "...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.” This must be deleted. No exceptions should be allowed. Existing sports programs such as Little League can continue to operate under the ordinance because their banners are on-site signage. The very recent request for a Sign District encompassing the Los Angeles Zoo is particularly disturbing because the Zoo’s primary audience consists of small children. Their day at the Zoo should be one dedicated to viewing the zoo’s resident creatures, and not being distracted by advertisements for products or media. Furthermore, the LA Zoo is located entirely within the boundaries of Griffith Park, which is also an Historic-Cultural Monument. We call your attention to the December 3<sup>rd</sup> Los Angeles Times editorial that concluded that **billboards and parks do not mix**. We could not agree more!

We were most pleased to see **strong fines** incorporated into drafts of the Sign Ordinance that could foster compliance from outdoor advertisers. The minimal fines previously levied against those not in compliance amounted to a small “cost of doing business” as sign operators reaped in income many times greater than any anticipated fines. We continue to strongly support the proposed fines as incorporated into Sign Ordinance revisions. However, we oppose new language being proposed in the Ordinance (Section 14.427, page 46) that seeks to create an appeals process that could easily be used to undermine any deterrence force (“teeth”) that was intended to be part of the Ordinance. It also opens up the entire process to behind-the-scenes political maneuvering which is contrary to good public policy. We realize that the outdoor advertisers have a difficult time complying with the law and seek secret settlements, file lawsuits and spend hundreds of thousands of dollars lobbying to avoid having to comply with any rules that might constrain their profit-seeking activities. However, the industry is obtaining many opportunities to profit as a result of provisions in the proposed ordinance. Their feet should be held to the fire to meet their obligations under the law. It should not be such an easy process to circumvent the penalties intended to halt law-breaking activity. **The three-page fine appeal process should be removed.**

We **oppose giving zoning administrators the authority to grant “adjustments” for billboards that deviate up to 20% from the height and sign area specified by their permits.** This provision has been proposed to apply for signs erected before the LA 2002 ban on new off-site signs. Billboard operators have already been granted significant benefits under state law to allow for out-of-compliance signs to be grandfathered. The City need not add to the damage done to our environment by creating a new process by which to sanction illegally enlarged signs to continue in operation. We **oppose the legalization of currently illegal billboards** that violate provisions of their permits and are larger than allowed. This provision could affect the status of over 500 billboards.

We request removal of language that would permit signs to cover windows on buildings in sign districts or comprehensive sign programs. **Wall signs, including “supergraphic” signs, should not be allowed to cover windows or doors.** This is a blight from both the inside and outside of buildings and subjects tenants to unexpected loss of the use of their space as intended. It also can affect public safety beyond the issue of flammability of sign materials. Further, while it might not be a significant safety hazard when a small banner on a street pole blows down in a wind storm, it would be quite a significant hazard should a building supergraphic covering windows and/or doors blow down (completely or partially).

We oppose **allowing the placement of any off-site signage in Comprehensive Sign Programs**. The Comprehensive Sign Programs were not intended for this type of signage.

Finally, we **oppose the approval and “grandfathering” of any proposed sign districts that have not had entitlement hearings**. We attended all of the City Planning Commission hearings on the proposed Sign Ordinance and at that time the proposal to “grandfather” sign districts included TWO sign districts. Since that time the list has grown and continues to grow. This is completely inappropriate. **Any sign districts that are permitted must comply with the new ordinance and must comply with both takedown requirements AND community benefit contributions.**

While we understand the pressures brought to bear on the Council and Planning Dept. by those advocating on behalf of the outdoor advertising industry, we wish the Council to understand that in granting special privileges to this industry it is important that the Council do all within its power to broker a plan that results in an ordinance that does more than fulfill the wishes of a special interest. It is within your power to request meaningful and long-lasting benefits for the City. It is within your authority to seek both sign reduction and community benefits where signage is allowed in compliance with recent court decisions. However, it is up to you to draw the line and to protect the intent of the 2002 Sign Ordinance. Right now it appears to those watching that the sign industry is calling all the shots. We need your leadership to stand tall and stand strong. The giveaways are many. The community benefits are few in comparison. We are not beggars. We are a great City that could be a better City if we had a strong Sign Ordinance to govern the activities of the sign industry. We ask that there be a role reversal and that no longer will you allow the tail to wag the dog. We hope that this time around, the dog will wag its own tail.

Thank you for your consideration.

Sincerely,



Barbara Broide  
President

cc: Councilmember Koretz – CD 5  
Coalition to Ban Billboard Blight



P.O. Box 49427 ♦ Los Angeles, CA 90049 ♦ 310-471-8712

December 5, 2011

PRESIDENT  
*Robert Rene*

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

VICE  
PRESIDENTS  
*Donald Keller*  
*Elin Schwartz*

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

SECRETARY  
*Bruce Jugan*

Dear Committee Members:

TREASURER  
*Leslie Vermut*

The Brentwood Homeowners Association ("BHA") includes a territory of approximately 3,500 single-family homes west of the 405 and north of San Vicente Boulevard. BHA joins with the Coalition to Ban Billboard Blight in asking you to help protect our communities from further blight from billboards, digital signs and other forms of commercial advertising.

Please ensure that the new sign ordinance does the following :

BOARD OF  
DIRECTORS  
Carole Bobys  
Adam Braun  
Erica Broido  
Isaac Cohen  
Patty Gioffre  
Raymond Klein  
Rodney Liber  
Emily Loughran  
Mario Piatelli  
Marjorie Platzker  
Robin Stevens  
David Wilson

-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.

- Does not allow for an appeals process for penalties assessed.

Sincerely,

Brentwood Homeowners Association





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

## Fwd: PPCC Opposition to Citywide Sign Ordinance as Revised on 11.21.11; Council File No.'s 08-2020, CF 11-1705

1 message

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

Mon, Dec 5, 2011 at 10:03 AM

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

From: <pacpalicc@aol.com>  
Date: Mon, Dec 5, 2011 at 9:55 AM  
Subject: Fwd: PPCC Opposition to Citywide Sign Ordinance as Revised on 11.21.11; Council File No.'s 08-2020, CF 11-1705  
To: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

-----Original Message-----

From: pacpalicc <[pacpalicc@aol.com](mailto:pacpalicc@aol.com)>  
To: councilmember.reyes <[councilmember.reyes@lacity.org](mailto:councilmember.reyes@lacity.org)>; councilmember.huizar <[councilmember.huizar@lacity.org](mailto:councilmember.huizar@lacity.org)>; councilmember.krekorian <[councilmember.krekorian@lacity.org](mailto:councilmember.krekorian@lacity.org)>  
Cc: councilmember.labonge <[councilmember.labonge@lacity.org](mailto:councilmember.labonge@lacity.org)>; councilmember.wesson <[councilmember.wesson@lacity.org](mailto:councilmember.wesson@lacity.org)>; councilmember.perry <[councilmember.perry@lacity.org](mailto:councilmember.perry@lacity.org)>; councilmember.koretz <[councilmember.koretz@lacity.org](mailto:councilmember.koretz@lacity.org)>; councilmember.garcetti <[councilmember.garcetti@lacity.org](mailto:councilmember.garcetti@lacity.org)>; councilman.Rosendahl <[councilman.Rosendahl@lacity.org](mailto:councilman.Rosendahl@lacity.org)>; councilmember.alarcon <[councilmember.alarcon@lacity.org](mailto:councilmember.alarcon@lacity.org)>; councilmember.cardenas <[councilmember.cardenas@lacity.org](mailto:councilmember.cardenas@lacity.org)>; alan.bell <[alan.bell@lacity.org](mailto:alan.bell@lacity.org)>; daisy.mo <[daisy.mo@lacity.org](mailto:daisy.mo@lacity.org)>  
Sent: Mon, Dec 5, 2011 9:46 am  
Subject: PPCC Opposition to Citywide Sign Ordinance as Revised on 11.21.11; Council File No.'s 08-2020, CF 11-1705

Councilmembers,

The social and political fight over billboards in Los Angeles is continuing Monday, December 5<sup>th</sup> before the City's PLUM Committee. Pacific Palisades Community Council (PPCC) has been an integral part of stakeholder leadership efforts to improve the Citywide Sign Ordinance for the good of every neighborhood in Los Angeles. As the Mayor often states, the core services of City government are to protect the public's safety and to provide public parks and recreation centers that are refuges for children . . . in every sense of the word.

In summary, the Ordinance needs cumulative sign illumination limits, mandatory takedown requirements and more consideration for what the L.A. Times called "*an awfully large number of sign districts*" to ensure traffic safety, pedestrian safety and the preservation of residential neighborhoods throughout Los Angeles. Parks, libraries and public facilities where children are concentrated must not be handed over to commercial advertisers as a misguided solution for the City's budget deficits.

Please take a few moments to read the two-page letter attached. The PPCC makes six (6) very simple, clear points with detailed suggestions for how the proposed Ordinance can easily be improved. We have been advocating these same points for many months. If you have any questions about our concerns and the action we suggest, please feel free to contact me at 310-573-0382.



# PACIFIC PALISADES COMMUNITY COUNCIL

---

December 5, 2011

via e mail and hand delivered

Councilmembers Reyes, Huizar and Kerkorian  
c/o [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)  
Los Angeles City PLUM Committee  
200 North Spring Street  
Los Angeles, CA 90012

**Re: Opposition to Citywide Sign Ordinance as Revised on 11.21.11; Council File No.'s 08-2020, CF [11-1705](#)**

Dear Councilmembers Reyes, Huizar and Kerkorian:

Pacific Palisades Community Council (PPCC) has been an integral part of stakeholder leadership efforts to improve the Citywide Sign Ordinance for the good of every neighborhood in Los Angeles. As the Mayor often states, the core services of City government are to protect the public's safety and to provide public parks and recreation centers that are refuges for children . . . in every sense of the word.

There have been some very positive changes to the Ordinance and we applaud Planning's efforts in this regard. However, the PPCC continues to object to the Ordinance for the following key reasons:

1. **The "interior sign exception" is fatally flawed and must be re-written** because it continues to allow the proliferation of on-site signs throughout the City and off-site signs in parks and city owned facilities located in sign districts. The "interior sign exception" (Sec. 13, Art. 4.4, Sec. 14.4.3(A)) must be changed to (a) apply only to large, campus type properties as proposed by Councilmember Weiss, (b) exclude all parks and city owned facilities, (c) restore prior language that required interior signs have to actually face "inward", and (d) eliminate the new language allowing illumination affects on residential properties.
2. **Sign Illumination Limits must be defined cumulatively** to protect residential properties, traffic intersections and other sensitive uses from light intensities produced by a grouping of signs. The PPCC advocates again a very simple change, modifying Sec. 13, Art. 4.4, Sec.14.4.4(F) to read at the start: "No one sign *or grouping of two or more signs* shall be arranged and illuminated . . ."
3. **The Ordinance does not require a net reduction in off-site signs**, and elimination of this purpose and affect is not consistent with the City's 2002 billboard ban and series of public meetings held in 2009. The PPCC advocates again that takedown provisions of a square footage ratio of at least one-to-one be mandatory. Any alternative, such as 'community benefit measures' must be provided in addition to, and not in lieu of, takedowns.
4. **"Community Benefit Measures" grant improper rights for new off-site signage and may not be interpreted and applied objectively**; thus, Sec. 12, Sec. 13.11 C must be re-written. First, to

achieve new sign permits using community benefits, the Ordinance now states that measures need merely to be *implemented* (Sec 13.11(C)2(d)) by the applicant. This is in stark contrast to sign reduction (Sec. 13.11(C)1(d)) and historic buildings (Sec. 13.11(C)3(a)) where permits and new sign rights are granted only after completion of takedowns and a rehabilitation project. It is only proper that new sign permits be granted once remedial measures have been completed, and not just *implemented*. Second, suggested measures contained in Sec. 13.11(C)(2)(a)(5-8) (such as “*other improvements*”) are vague, subjective, and subject the City to further litigation. PPCC advocates again that these subparagraphs be deleted entirely or re-written to include only those community benefits that can be measured like a takedown requirement, i.e., in terms of linear, square or cubic feet.

5. **Comprehensive Sign Programs (so-called “mini-sign districts”)** should not allow any off-site advertising because this enables billboards, digital signs and other forms of commercial advertising to proliferate outside of established sign districts and into small, local communities. PPCC advocates again that Sec. 13, Art. 4.4, Sec. 14.4.24(D), Sec. 14.4.24 (E) (1, 5, and (6)(d)) be stricken and/or re-written accordingly.

6. **The Ordinance should not grandfather in sixteen (16) sign districts** (instead of the two (2) originally proposed) without a significant allowance of time for public hearings, CEQA study, equity and social justice analysis and study of any community benefit measures applied for. It is disturbing that public notice of yet another sign district (Laurel Canyon Corridor Sign District) and the City’s request that it be allowed to apply for a sign district encompassing the L.A. Zoo was just given. The PPCC is most concerned that the L.A. Zoo will be the first of many requested exceptions for city parks and other facilities to have offsite signage that “*maximizes special revenue from advertising opportunities, such as banners and signage . . .*” (ref: 12.01.11 CAO Memo to PLUM). Further, the PPCC has not received or reviewed the promised CEQA update for this Ordinance. Thus, the PPCC advocates again Sec. 14, Art. 4.4 be substantially re-written to address these deficiencies.

Sincerely,

Janet Turner, Chair  
Pacific Palisades Community Council  
310-573-0382

[councilmember.labonge@lacity.org](mailto:councilmember.labonge@lacity.org),  
[councilmember.wesson@lacity.org](mailto:councilmember.wesson@lacity.org),  
[councilmember.perry@lacity.org](mailto:councilmember.perry@lacity.org),  
[councilmember.koretz@lacity.org](mailto:councilmember.koretz@lacity.org),  
[councilmember.garcetti@lacity.org](mailto:councilmember.garcetti@lacity.org),  
[councilman.Rosendahl@lacity.org](mailto:councilman.Rosendahl@lacity.org),  
[councilmember.alarcon@lacity.org](mailto:councilmember.alarcon@lacity.org),  
[councilmember.cardenas@lacity.org](mailto:councilmember.cardenas@lacity.org)  
[alan.bell.@lacity.org](mailto:alan.bell.@lacity.org)  
[daisy.mo@lacity.org](mailto:daisy.mo@lacity.org)



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: signs

1 message

---

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

**Mon, Dec 5, 2011 at 10:39 AM**

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

From: <[gioialbear@aol.com](mailto:gioialbear@aol.com)>  
Date: Mon, Dec 5, 2011 at 10:06 AM  
Subject: signs  
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, 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,  
Gioia Bearden  
4573 Don Miguel  
LA, CA 90008

---

JOHN P. GIVEN  
2551 La Condesa Drive  
Los Angeles, CA 90049

December 5, 2011

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

*Via email: sharon.gin@lacity.org*

RE: Proposed Ordinance Revising Citywide Sign Regulations  
Council File Nos. 08-2020, 11-1705  
(City Planning Commission Case No. CPC-2009-0008-CA)

Dear Chairman Reyes and Honorable Members of the Planning and Land Use Management Committee:

I am writing to express my opposition to the current revision of the Citywide Sign Ordinance. The Planning Department is to be commended for its hard work on the ordinance at the direction of PLUM, but there remain numerous issues of concern with the current draft. I respectfully request that PLUM:

- Require any new signage within sign districts be offset with at least a 1:1 takedown requirement, regardless of any community benefits that are also required. The primary community benefit should be the removal of visual blight in our city. The ironically titled "Community Benefit Program" option undercuts the original purpose of this ordinance.
- Restrict placement of commercial off-site signage from city parks and public facilities, without exception or loopholes. I agree completely with the letter dated December 1, 2011 from the Friends of Griffith Park, and ask that PLUM remove the final exception clause from Section 14.4.4 (O) ("unless such sign is allowed within a Sign District established pursuant to Section 13.11 of this Code."). There is no need nor justification for this exception.
- Require sign companies to bring all billboards that violate their permits into compliance with those permits, rather than granting a 20% variance for size and height. *See* November 21, 2011 Proposed Sign Ordinance at Section 14.4.22 (D).
- Permit only on-site signs within Comprehensive Sign Programs. The previous ordinance revision had a 10% limit on off-site signage. The November 21, 2011 revision sets no ceiling. There was no justification for allowing the 10% off-site signage, and there is no justification for this change. There should be no off-site

signage in Comprehensive Sign Programs.

- Revise the proposed ordinance to eliminate the “grandfathering” of so-called “applied for” sign districts. The revised ordinance should apply to any sign districts that have been proposed subsequent to the City Planning Commission’s work on this ordinance.
- Remove the new administrative appeal process for issuance of fines under the ordinance. I am in agreement with the letter from Westwood South of Santa Monica Boulevard Homeowner’s Association dated December 4, 2011 on this point, and believe Section 14.4.27 should be removed entirely from the current revision of the ordinance.
- Clarify language in the ordinance to ensure that the buffer zone for Scenic Highways (Corridors, Parkways, and Routes) is 500 feet from the centerline of the Scenic Highway as described in and consistent with the General Plan. This buffer for Scenic Corridors is consistent with the 500-foot buffer for state and national parks and the Los Angeles River Overlay Zone. *See* November 21, 2011 Proposed Sign Ordinance at Section 13.11(b)(3).

Finally, I note for the record that I have reviewed all public comments posted to the Council File Management System for the Council File numbers 08-2020 and 11-1705 since the November 21, 2011 Department of Planning Report / Revision was posted. As of December 5, 2011, there are only comments and communications made in opposition to the ordinance. There are NO public communications from any source in support of either the ordinance in general, or any particular section or subsection of the ordinance.

Sincerely,

A handwritten signature in black ink, appearing to read 'John Given', with a stylized, flowing script.

John Given

cc: Councilmember Bill Rosendahl (CD11) (via e-mail)



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

---

## Fwd: PLUM Mting, Dec 5, 2011, 2 pm: GGPNC Handout for today and Electronic Record

1 message

---

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

Mon, Dec 5, 2011 at 10:55 AM

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

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

From: **Richard Spicer** <[spicerrichard@yahoo.com](mailto:spicerrichard@yahoo.com)>

Date: Mon, Dec 5, 2011 at 10:46 AM

Subject: PLUM Mting, Dec 5, 2011, 2 pm: GGPNC Handout for today and Electronic Record

To: "[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)" <[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)>Cc: jacqueline Kerr <[jacquekerr@gmail.com](mailto:jacquekerr@gmail.com)>, Rosemary De Monte <[ggpnc\\_rdm@yahoo.com](mailto:ggpnc_rdm@yahoo.com)>, "[garyk@ggpnc.org](mailto:garyk@ggpnc.org)" <[garyk@ggpnc.org](mailto:garyk@ggpnc.org)>, Ron Ostrow <[ronostrow@ggpnc.org](mailto:ronostrow@ggpnc.org)>

Good Morning,

Please see attachment on behalf of the Greater Griffith Park Neighborhood Council and its Planning, Zoning, and Historic Preservation Committee for today's PLUM Special Meeting on proposed citywide sign regs, Council File No. 08-2020, 11-1705 for handing to the committee members and for the electronic and paper file.

Thanks for considering this request and for your letter, dated October 26, 2011 to Director LoGrande that documents the Committee's requests at its October 18 meeting of the City Planning Department.

Richard

(323) 665-6080

Member of the GGPNC's PZHP Committee

**11 Questions.doc**

27K

**PROPOSED ORDINANCE REVISING THE CITYWIDE SIGN REGULATIONS, COUNCIL FILE O8-2020, 11-1705, NOVEMBER 21, 2011: SOME INITIAL QUESTIONS, CLARIFICATION REQUESTS, OBSERVATIONS, AND SUGGESTIONS (DECEMBER 5, 2011, TUESDAY 9 AM., PRIOR TO PLUM MEETING AT 2 PM. Richard Spicer on behalf of the Greater Griffith Park Neighborhood Council for the Planning, Zoning, and Historic Preservation Committee Meeting Dec. 7 and the Board meeting Dec 20, 2011)**

## **Background**

The topics below are based on the official comments and recommendations of the GGPNC Board and its Planning, Zoning, and Historic Preservation regarding citywide sign proposals in 2008, 2009, and 2011. The communication were in the form of three community impact statements, which were based on longer letters. Communications, written and oral, were provided to the Department of City Planning, City Planning Commission, Planning and Land Use Management Committee, and the City Council.

## **Questions**

### **Notice to the public and neighborhood councils of proposed sign districts**

When a sign district is proposed under these draft regulations, will Neighborhood Councils (NCs) and the public in the proposed district area and impact area (where signs would be visible) be notified at the time the district is proposed of the schedule and decision-making process?

More specifically, will NCs receive official notification as they do now for proposed projects and proposed changes in zoning?

Where is in this latest draft are the provisions for notice to the public and neighborhood councils of a proposed sign district *and a sign variance request (Sec. 14.4.23)* and what are they? Same set of questions for Sign Reductions and Community Benefits (Draft Ordinance, page 5) and Sign Adjustments (e.g. Draft Ordinance, page 27, re roof signs in “mini-shopping centers and commercial corners”. What are definitions of these two commercial areas? Are these facilities included in the map for sign districts and for Comprehensive Sign Programs? **Suggestion:** If not, they should be added, along with the number of these current facilities.

Without clear, timely, and reliable notice, the public and NCs would have very limited or no opportunity to provide their perspective on proposed sign districts and signs. And, under the current draft, no right to legal action.

**Suggestion:** Add to the cover letter to this current draft and in today’s presentation to PLUM an explanation of notice to the public and to neighborhood councils of proposals to create sign districts and proposals for variance in signs.



**Off-Site Signs in City Parks and Facilities, Section 14.4.4, O, page 20 and Cover Letter, page 4.**

**Suggestion:** Add to the map that shows the city areas eligible for sign districts the location and number of city parks and city facilities, so that the potential impact on parks is clear.

**Exceptions from this draft of the citywide sign ordinance in “Greater Downtown” in the areas identified as (1) rehabilitation of Historic Buildings and (2) Regionally Regenerative Major Projects (located within the boundaries of the “Figueroa Corridor Supplemental Use District for Signs - Preliminary Concept Map (Council File [11-0273](#), Cover Letter, page 2 and draft ordinance, pages 7 and 8, new language in this draft for City Council endorsement)**

Would city parks and facilities in these two exempted areas be eligible for off-site signs, including the open space just east of the Taper and Ahmanson, a space lined by city court buildings and intended for a public park.

In category 2 above, please give example(s) of current city buildings of 1,000,000 square feet or more, which is the size of added city space that would enable the “construction of, addition to, of alteration of any building or structure...”

What are definitions of “blight, blight reduction, and aesthetic improvements” as well as “historically blighted and economically pivotal” referred to in cover letter, page 2, where the statement is made that the above two areas “inherently meet the “World Wide Rush Test””

What person or city decision making body made the above determination?

Is an unstated intent of use this provision to “rehabilitate” and/or “replace” current city facilities? If so, what are examples?

What are the “tests” in the Rush court decision”

**Suggestions.** In the presentation today and in the draft ordinance, (1) add to the definition section the definitions of the words identified above in quotes and (2) add to the cover letter and/or ordinance the “tests” in the Rush court decision.

Also add maps of the above two areas and word definition of the boundaries.

### **Sign Definitions and Standards**

**Suggestion:** In presentation today, and if not today, for the City Council, add visual illustration in power point presentation the most significant sign types, such as digital, roof, and wall. Same regarding some sign standards, such as height, ord. page 32.



Candy Rosales <candy.rosales@lacity.org>

---

## Fwd: 08-2020 (revised draft Sign Ordinance)

1 message

---

Sharon Gin <sharon.gin@lacity.org>

Mon, Dec 5, 2011 at 11:41 AM

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

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

From: **carol henning** <[carolhen@sbcglobal.net](mailto:carolhen@sbcglobal.net)>

Date: Mon, Dec 5, 2011 at 8:42 AM

Subject: RE: 08-2020 (revised draft Sign Ordinance)

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

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

As one who uses and respects public spaces, I oppose the loophole created by the "Off-Site Signs in City Parks and Facilities" provision (Sec. 14.4.4-O): "unless such sign is allowed within a Sign District established pursuant to Section 13.11 of his Code." There exist 16 proposed Sign Districts grandfathered into the ordinance. This provision can be used to justify placing commercial billboards in parks and other public facilities. This is wrong.

Moreover, I oppose the request to allow the L.A. Zoo to have its own sign district. The Zoo is a public facility within another public facility. This will set a bad precedent.

Thank you for your attention.

Carol Henning

Los Angeles 90004