

December 5, 2011

Honorable Ed Reyes, Chair
Planning and Land Use Management Committee
200 N. Main Street, Rm. 350
Los Angeles, CA 90012

Date: 12/5/11
Submitted in PLUM Committee
Council File No: 08-2020, 11-1705
Item No.: 1
Deputy: Comm from Public

RE: Off-Site Sign Regulations

Dear Honorable Ed Reyes:

I write you today regarding the most recent version of the off-site ordinance. As one of the members of the Los Angeles Outdoor Advertising Coalition (LAOAC), we have pledged our support for this 'Phase 1' part of the ordinance. With that being said, we feel it is imperative that the 'Phase 2' portion be sent to the Planning Commission right away. This should include:

1. Reduction and Relocation
2. Certificates of Compliance
3. Comprehensive Digital Regulation

It is very evident that we are not the only ones who have some concerns regarding this phase of the off-site ordinance. Here is a partial list of some of the groups who are against this proposal:


Venice Neighborhood Council
Greater Griffith Park Neighborhood Council
Studio City Neighborhood Council
Westside Neighborhood Council
Sun Valley Area Neighborhood Council
Atwater Village Neighborhood Council
Greater Wilshire Neighborhood Council
Westwood Neighborhood Council
Bel-Air Beverly Crest Neighborhood Council
Hollywood United Neighborhood Council
PICO Neighborhood Council
East Hollywood Neighborhood Council
Mid-City Neighborhood Council

I understand this is a very difficult issue and it is very difficult to make everyone happy at one time. I do believe we have some grounds for a compromise and have met with multiple groups to discuss these issues in detail. Everyone has come to the same conclusion . . . they don't feel like the sign unit can deal with this issue in a timely manner and that they would feel more comfortable addressing the entire off-site ordinance at once and not in phases.

I ask that this Committee forward the above issues to the Planning Commission to be addressed now while the Sign Unit is being vetted. Additionally, I would ask that these issues be brought back to PLUM in 60 days as this should allow ample time for the Planning Commission to conduct public hearings.

Thank you for your time and consideration. It is my utmost desire to work an amicable solution to these very difficult issues with your guidance!

Sincerely,



Ray Baker
Vice-President & General Manager

CC: Councilmember Jose Huizar
Councilmember Paul Krekorian
Ken Spiker Jr.
Hal Kilshaw