



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Council file numbers 08-2020 and 11-1705

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:07 AM

—— Forwarded message ——

From: **LINDA MARAIS** <lindamarais@mac.com>
Date: Tue, Mar 26, 2013 at 7:26 AM
Subject: Council file numbers 08-2020 and 11-1705
To: Sharon.Gin@lacity.org

Please don't sell our environment to these predatory billboard companies. They must take down their illegal signs immediately.



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Take down the billboards

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:07 AM

—— Forwarded message ——

From: **LINDA MARAIS** <lindamarais@mac.com>
Date: Tue, Mar 26, 2013 at 7:20 AM
Subject: Take down the billboards
To: Sharon.Gin@lacity.org

Don't submit to lobbying pressure by the billboard companies. Our public environment shouldn't be for sale.
Linda Marais



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Illegal Billboards

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:07 AM

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

From: **Kevin Tent** <kelkintrent@gmail.com>

Date: Mon, Mar 25, 2013 at 11:21 PM

Subject: Illegal Billboards

To: Sharon.Gin@lacity.org, Englander@lacity.org, Reyes@lacity.org, Huizar@lacity.org

Dear Council Members,

I unfortunately will not be able to attend the meeting tomorrow dealing with the illegal electronic billboards that have been put up throughout our city (Council File #'s 08-2020 and 11-1705). I strongly hope you will do what is right and enforce the law. I would not be allowed to put an illegal second story on my house or a barn in my backyard without a permit or approval from the city. Why should these billboard companies be any different. Not to mention they are distracting, obnoxious eyesores which have littered our potentially beautiful city with. Please stand firm and remove the billboards that have been ruled illegal. Don't buy the whining from the billboard companies.

Thank you for your time and consideration.

Sincerely,

Kevin Tent



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Council file 08-2020 and 11-1705

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:07 AM

——— Forwarded message ———

From: **Richard Parks** <richard@redeemercp.org>

Date: Mon, Mar 25, 2013 at 6:25 PM

Subject: RE: Council file 08-2020 and 11-1705

To: Councilmember.Englander@lacity.org, Jose Huizar <Councilmember.Huizar@lacity.org>, Ed Reyes <councilmember.reyes@lacity.org>

Cc: sharon.gin@lacity.org

Dear PLUM Committee,

Please enforce recent court victories requiring billboard companies to remove their digital billboards. Billboards are a blight upon our communities. The recent legal victory is an opportunity to restore beauty to neighborhoods and re-establish a legal framework that prevents the spread of billboard blight. No amount of money is worth the visual and ethical degradation that billboard companies inflict upon our children and communities.

Richard Parks
PO BOX 180499
Los Angeles, CA 90018



Friends of Griffith Park

P.O. Box 27573

Los Angeles, CA 90027-0573

friendsofgriffithpark.org

March 25, 2013

Honorable Councilmembers Reyes, Huizar, and Englander
Los Angeles City Council Planning, Land Use Management Committee
City Hall
200 N. Spring Street
Los Angeles, CA 90012

Re: 08-2020 and 11-1705

Dear Councilmembers,

Cumulative lighting of our natural habitat areas will occur at an alarming rate into the future if further artificial light sources, such as that from digital billboards, are introduced in an uncontrolled manner. Scientific literature shows adverse affects on wildlife, habitat, and entire ecosystems, from excessive nocturnal lighting. Many of our City parks (Griffith Park, for one) are especially vulnerable due to such close proximity to significant urban development.

Nor should any park user ever be caused to endure the visual blight of a digital sign from any point within a park that person chooses to visit. Parks and Recreation Centers are places for our children to be creative, rather than be bombarded with commercial "messages."

For these reasons alone, we reiterate:

- 1) Begin by making sure that all illegal digital signs are removed, without any "grandfathered" signs.
- 2) Begin an accounting process for revenues derived from illegal signs over the last six years.
- 3) Applications for sign districts should not be considered for any "Open Space" zoned properties, ever.

We look forward to environmentally-healthy parks and a places where park patrons to can escape the urban pressures without commercial influences, into future generations.

Gerry Hans
President

www.friendsofgriffithpark.org



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: The digital billboards must come down

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:08 AM

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

From: **Judy Branfman** <branfman@ucla.edu>

Date: Mon, Mar 25, 2013 at 5:28 PM

Subject: The digital billboards must come down

To: Councilmember.Englander@lacity.org, Councilmember.Reyes@lacity.org, Councilmember.Huizar@lacity.org

Cc: Sharon.Gin@lacity.org

Dear Councilmembers Englander, Reyes, and Huizar,

I'm writing about Council file numbers 08-2020 and 11-1705 and the illegal digital billboards.

No digital billboard legislation should be developed and implemented until the law is followed and the illegal billboards are removed per the recent California Court of Appeal ruling. I know that you are under a lot of pressure from lobbyists from Clear Channel and CBS Outdoors, but they can't determine our city's billboard policy and force you to allow illegal billboards. They don't own Los Angeles!

Thank you for your vote against the illegal digital billboards in the PLUM Committee tomorrow.

Sincerely,

Judy Branfman

Venice CA 90291
branfman@ucla.edu
c 310-392-2076



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Illegal digital billboards-- DOWN NOW please!

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:08 AM

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

From: **Eric Wrobbel** <eric@ericwrobbel.com>
Date: Mon, Mar 25, 2013 at 5:19 PM
Subject: Illegal digital billboards-- DOWN NOW please!
To: Sharon.Gin@lacity.org

Re: Council file 08-2020 and 11-1705

Do we live under the rule of law or do we not?

These illegal digital billboards must come down NOW. A terrible example is being set by our city leaders here with these delays. Time to stop accommodating these powerful business interests at the expense of the people. Please act without further delay to do the right thing and remove these billboards!

Sincerely,
Eric Wrobbel



Etta Armstrong <etta.armstrong@lacity.org>

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

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:08 AM

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

From: **Carol Easton** <easton525@gmail.com>
Date: Mon, Mar 25, 2013 at 5:02 PM
Subject: Council file #08-2020 and 11-1705
To: Sharon.Gin@lacity.org

The illegal digital billboards MUST come down before the City can consider any further legislation on the subject!
They are -- one of many reasons -- dangerous!

Carol Easton
525 Venice Way
Venice 90291



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Illegal Digital Billboards

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:08 AM

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

From: **Barbara Ringuette** <lrbab@att.net>

Date: Mon, Mar 25, 2013 at 4:51 PM

Subject: Illegal Digital Billboards

To: Councilmember.Englander@lacity.org, Councilmember.Reyes@lacity.org, Councilmember.Huizar@lacity.org

Cc: Sharon.Gin@lacity.org

Re: Council File Numbers 08-2020 and 11-1705

Dear PLUM Committee Members:

This is a plea to remove illegal digital billboards permanently from our City. These billboards are nothing but commercial blight. They cast a pall over our neighborhoods.

I am writing as a citizen. However, for identification purposes only, I am Co-chair of the Transportation & Public Works Committee of the Silver Lake Neighborhood Council .

Thank you for the opportunity to be heard.

Barbara Ringuette



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Billboard hearing re Clear Channel/CBS

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:09 AM

——— Forwarded message ———

From: **J Reichmann** <jreichmann@sbcglobal.net>

Date: Mon, Mar 25, 2013 at 4:38 PM

Subject: Billboard hearing re Clear Channel/CBS

To: sharon.gin@lacity.org

Cc: councilmember.huizar@lacity.org, councilmember.englander@lacity.org, councilmember.reyes@lacity.org, councilmember.koretz@lacity.org

Kindly include this email as part of the record regarding tomorrow's PLUM hearing.

As President of Comstock Hills Homeowners Association, I speak for those neighbors who have been plagued by blinking billboards going into their homes and backyards for years now. In particular, the Clear Channel digital at 10333 Santa Monica Blvd, illegally converted, is an affront to a residential community and should be turned off immediately. There should be no discussion from billboard lawyers and lobbyists about making yet another deal. The Court has spoken and they must come down now! There is more to life than the hundreds of millions the billboard companies have already banked. It's time our City representatives stood with us.

Jan Reichmann, Pres.
Comstock Hills Homeowners Assoc.
1429 Comstock Ave
jreichmann@comstockhills.com



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Address Illegal Billboards -- Take Them Down

1 message

Sharon Gin <sharon.gin@lacity.org>

Tue, Mar 26, 2013 at 8:09 AM

To: Etta Armstrong <etta.armstrong@lacity.org>

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

From: **Cindy Chambers** <chambers.cindy@gmail.com>

Date: Mon, Mar 25, 2013 at 4:31 PM

Subject: Address Illegal Billboards -- Take Them Down

To: Sharon.Gin@lacity.org, Councilmember.Englander@lacity.org, Councilmember.Reyes@lacity.org, Councilmember.Huizar@lacity.org

Dear All --

As a former neighborhood councilmember and a continued activist in my community, it is imperative that you work to address this issue in the most logical steps. First, begin by addressing the existing 100+ illegal billboards; and, then work to create rules around this issue that maintain the safety, spirit and environment of each community.

I look forward to seeing you do just that!

Thank you,

Cindy Chambers
2516 Pacific Ave #4
Venice, CA 90291



Etta Armstrong <etta.armstrong@lacity.org>

**Fwd: TAKE THE BILLBOARDS DOWN AND FOLLOW THE LAW!!!!!!!!!!!!!!!!!!!!!!
FILE 08-2020 and 11-1705**

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:09 AM

—— Forwarded message ——

From: <jammer999@aol.com>
Date: Mon, Mar 25, 2013 at 4:21 PM
Subject: TAKE THE BILLBOARDS DOWN AND FOLLOW THE LAW!!!!!!!!!!!!!!!!!!!!!! FILE 08-2020 and 11-1705
To: Sharon.Gin@lacity.org, Councilmember.Englander@lacity.org, Councilmember.Reyes@lacity.org,
Councilmember.Huizar@lacity.org, Jammer999@aol.com

**THESE BILLBOARDS ARE ILLEGAL ACCCORDING TO THE
COURT, TAKE THEM DOWN NOW!!!!!!!!!!!!!!!!!!!!!!**

**JERRY JAMGOTCHIAN
2415 E. WASHINGTON
LA, CA**

Let your voice be heard tomorrow! Tell the Planning and Land Use (PLUM) Committee (Councilmembers Reyes, Englander, and Huizar) of the Los Angeles City Council that the illegal digital billboards must come down! No digital billboard legislation can be developed and implemented until the law is followed and the illegal billboards are removed per the recent California Court of Appeal ruling.

The PLUM committee will be meeting tomorrow, Tuesday, March 26 at 2 pm (details below). If you are unable to make it to the hearing, please send an email to the committee members letting them know that these 100 plus illegal billboard must be removed before the City can consider any further legislation on digital billboards. Emails can me sent to:

Sharon.Gin@lacity.org
Councilmember.Englander@lacity.org
Councilmember.Reyes@lacity.org
Councilmember.Huizar@lacity.org

Please reference Council file numbers 08-2020 and 11-1705 in your email.

Clear Channel and CBS Outdoor continue to dispatch their army of lawyers and lobbyists to City Hall to protect their \$100 million plus illegal revenue from these billboards. The voices of our neighborhoods must be heard! Please make sure you send your message to these Councilmembers!

Committee Hearing Information:

Planning and Land Use Management Committee Hearing

Tuesday, March 26th, 2013 - 2:00pm

Board of Public Works Edward R. Roybal Hearing Room 350

200 North Spring Street, Los Angeles, CA, 90012

Staff Contact: Sharon Gin - Legislative Assistant - (213) 978-1074 or
Sharon.Gin@lacity.org)

Forward this email

This email was sent to jammer999@aol.com by takethemdownla@gmail.com |
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Take Them Down LA | 8436 West Third Street | Los Angeles | CA | 90048



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: file numbers 08-2020 and 11-1705

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:08 AM

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

From: **Melzer, Sara** <melzer@humnet.ucla.edu>

Date: Mon, Mar 25, 2013 at 4:43 PM

Subject: file numbers 08-2020 and 11-1705

To: "Sharon.Gin@lacity.org" <Sharon.Gin@lacity.org>, "Councilmember.Englander@lacity.org" <Councilmember.Englander@lacity.org>, "Councilmember.Reyes@lacity.org" <Councilmember.Reyes@lacity.org>, "Councilmember.Huizar@lacity.org" <Councilmember.Huizar@lacity.org>

Dear City Council members,

I am shocked to discover that you might possibly allow the illegal billboards to stay because our city is so desperate for money. Surely we can find other alternatives that do not compromise the fundamental values of our community. We are selling out to advertisers and selling our soul in the process. Please protect the integrity of our community. Please make sure that the legal process is honored and that illegal billboards are treated as illegal.

Sincerely,

Sara E. Melzer

920 Amherst Ave.

Los Angeles, CA 90049

Resident of Los Angeles for 30 years.



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Digital Billboards

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:10 AM

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

From: **Colleen Hanlon** <chanlon@rpdacatalyst.com>
Date: Mon, Mar 25, 2013 at 1:06 PM
Subject: Digital Billboards
To: "Sharon.Gin@lacity.org" <Sharon.Gin@lacity.org>

Dear Ms. Gin:

I strongly support the immediate removal of all existing digital billboards throughout Los Angeles, other than in the extremely limited "Time Square" type areas of LA Live and possibly Hollywood/Highland only. Outside of these special areas, where they might actually enhance a feeling of an exciting nightlife, digital billboards are a visual scourge. They also are totally incompatible with residential areas; no one should have to have put up with light pollution, flashing and inescapable advertising when in their own homes.

The City must stand up to the landlords making a fortune off the rentals of these billboards and the media companies threatening to sue. The original settlement allowing the billboards was a huge mistake. It is time to rectify the situation for the good of the City's residents.

Thank you.

Colleen M. Hanlon200 North Bentley Avenue
Los Angeles, California 90049✉ colleenmhanlon@yahoo.com☎ *H 310.476.2434; M 310.694.4046*

📞 310.476.2434

Forwarded message -----

From: Chris Ford <cfordlaw@mac.com>

Date: Mon, Mar 25, 2013 at 1:32 PM

Subject: message to committee members, Council File 08-2020

To: Sharon.Gin@lacity.org

Ms. Gin, please forward the following message to councilmembers Reyes, Huizar and Englander, City Council Planning and Land Use Management Committee, re council file no. 08-2020

Thank you.
Chris Ford

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. However, I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. Therefore, I believe that a baseline for any digital sign regulation should be as follows:

- 1) The existing digital billboards put up pursuant to the illegal settlement agreement with the city should be shut off and the digital faces removed.
- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance with their permits should be removed or brought into compliance. **I would favor removing noncompliant billboards altogether -- wrongful acts should be addressed with meaningful consequences that constitute more than a "cost of doing business."**
- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

More importantly, as an attorney, I emphatically believe that the city should not bow to pressure from Clear Channel's lawsuit threat. **If need be, this issue should be taken to court and litigated. Clear Channel is trying to create special rights for itself without even going to court! Please do not be intimidated. We Angelinos need you to stand up and be strong!**

Sincerely,

Chris Ford



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: billboard blight

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:09 AM

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

From: **david adams** <dadams.hm@gmail.com>
Date: Mon, Mar 25, 2013 at 3:22 PM
Subject: billboard blight
To: Sharon.Gin@lacity.org

There is no issue here. The courts have ruled and Clear Channel must act accordingly. If they refuse, shut off their power supply or else punish them for not abiding the court ruling. If they have a right to appeal, they still need to abide court rule until another court hears their case.
Sorry, I'm unable to attend the meeting, but it does aggravate me that this is an issue when the court has already ruled. Another example of business feeling that they are above the law.

David Adams

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

From: Margie Engel <marjette@earthlink.net>

Date: Mon, Mar 25, 2013 at 12:12 PM

Subject: digital bill boards

To: Sharon.Gin@lacity.org

Subject: Council File 08-2020

Councilmember Ed Reyes, Chairman

Councilmember Jose Huizar

Councilmember Mitchell Englander

City Council Planning and Land Use Management Committee

Re: Council File 08-2020

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. I am still very concerned with the potential harm to communities that can come from digital billboards in terms of distractions for drivers, visual blight, light trespass and its negative effects on city residents physical and mental health, and change in community character.

I believe that a baseline for any digital sign regulation should be as follows:

- 1) The existing digital billboards put up pursuant to the illegal settlement agreement with the city should be shut off and the digital faces removed. Immediately.
- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance with their permits should be removed or brought into compliance.
- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely,

Margie Engel



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Subject: Council File 08-2020

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:11 AM

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

From: **Helene Bernbaum** <boomtiger2@gmail.com>
Date: Mon, Mar 25, 2013 at 11:10 AM
Subject: Subject: Council File 08-2020
To: Sharon.Gin@lacity.org

Councilmember Ed Reyes, Chairman
Councilmember Jose Huizar
Councilmember Mitchell Englander
City Council Planning and Land Use Management Committee
Re: Council File 08-2020

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. However, I am extremely concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. Therefore, I believe that a baseline for any digital sign regulation should be as follows:

- 1) The existing digital billboards put up pursuant to the illegal settlement agreement with the city should be shut off and the digital faces removed.
- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance with their permits should be removed and NOT BE allowed to be brought into compliance.
- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely,

Helene Bernbaum
3436 Oak Glen Drive
Los Angeles, CA 90068

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

From: **Laura Silagi** <lrsilagi@gmail.com>
Date: Mon, Mar 25, 2013 at 10:44 AM
Subject: Council File 08-2020 Turn off the Billboards
To: Sharon.Gin@lacity.org

Subject: Council File 08-2020

Councilmember Ed Reyes, Chairman
Councilmember Jose Huizar
Councilmember Mitchell Englander
City Council Planning and Land Use Management Committee
Re: Council File 08-2020

Dear Committee members:

I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. Therefore, I believe that a baseline for any digital sign regulation should be as follows:

- 1) The existing digital billboards put up pursuant to the illegal settlement agreement with the city should be shut off and the digital faces removed.
- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance with their permits should be removed or brought into compliance.
- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely,
Laura Silagi

Venice, CA



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: My official input re: The Billboard Visioning Group Report

1 message

Sharon Gin <sharon.gin@lacity.org>
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:11 AM

——— Forwarded message ———

From: <sealnbear@aol.com>
 Date: Mon, Mar 25, 2013 at 7:07 AM
 Subject: My official input re: The Billboard Visioning Group Report
 To: sharon.gin@lacity.org, reyes@council.lacity.org, Councilmember.Englander@lacity.org,
 Councilmember.Huizar@lacity.org

To the Honorable City Council PLUM Committee members (Councilmembers Reyes, Englander and Huizar:

Although in this e-mail I can only speak for myself, I am a Boardmember of the Mar Vista Community Council and Westside Village Homeowner Association, as well as a co-chair of the CD11 Transportation Advisory Committee, which have all weighed in opposing the sudden and illegal proliferation of digital/electronic billboards throughout our region, and other regions, of the City. I respect and support my neighbors and colleagues with this e-mail, and my opinions are meant to reflect this respect and support.

I applaud the committee for setting up the Billboard Visioning Group (Re: Council File 08-2020) to discuss digital billboard regulation. However, I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. Therefore, I believe that a baseline for any digital sign regulation should be as follows:

- 1) The existing digital billboards put up pursuant to the illegal settlement agreement with the city should be shut off and the digital faces removed.
- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance with their permits should be removed or brought into compliance.
- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.
- 4) The Los Angeles City Council should respect the decisions handed down by the courts, and not give in to any threats of lawsuits by billboard companies who have no legal standing to these threats, or who will attempt to again thwart the law by offering the City a portion of advertising revenues from these illegal billboards.

Sincerely,

Kenneth S. Alpern
3222 Military Avenue
Los Angeles, CA 90034



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Billboards - Council File 08-2020

2 messages

Sharon Gin <sharon.gin@lacity.org>
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:11 AM

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

From: **Jack Ross** <jross877@gmail.com>
 Date: Mon, Mar 25, 2013 at 10:44 AM
 Subject: Billboards - Council File 08-2020
 To: Sharon.Gin@lacity.org

Dear Councilmember Ed Reyes, Chairman
 Councilmember Jose Huizar
 Councilmember Mitchell Englander
 City Council Planning and Land Use Management Committee

Re: Council File 08-2020

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. However, I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. Therefore, I believe that a baseline for any digital sign regulation should be as follows:

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- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely

Jack Ross

Sharon Gin <sharon.gin@lacity.org>
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:11 AM

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

From: **Mindy** <mindytr@verizon.net>
 Date: Mon, Mar 25, 2013 at 10:12 AM
 Subject: Billboards - Council File 08-2020
 To: "Sharon.Gin@lacity.org" <Sharon.Gin@lacity.org>

Dear Councilmember Ed Reyes, Chairman
Councilmember Jose Huizar
Councilmember Mitchell Englander
City Council Planning and Land Use Management Committee

Re: Council File 08-2020

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. However, I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. Therefore, I believe that a baseline for any digital sign regulation should be as follows:

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- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely

Mindy Taylor-Ross

Sent from my iPhone



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Council file 08-2020

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:11 AM

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

From: **Adsmipa** <adsmipa@aol.com>
Date: Mon, Mar 25, 2013 at 9:38 AM
Subject: Council file 08-2020
To: sharon.gin@lacity.org

Councilmember Ed Reyes, Chairman
Councilmember Jose Huizar
Councilmember Mitchell Englander
City Council Planning and Land Use Management Committee

Re: Council File 08-2020

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. However, I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. Therefore, I believe that a baseline for any digital sign regulation should be as follows:

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- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely,
David Maxwell

PS -- Please shut off the illegal digital board at Barham & Cahuenga !!!!!!!!!!!



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Digital Billboards: Council File 08-2020

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:12 AM

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

From: **David Ambroz Esq.** <davidambroz@gmail.com>

Date: Mon, Mar 25, 2013 at 9:33 AM

Subject: Digital Billboards: Council File 08-2020

To: Sharon.Gin@lacity.org

Cc: Angela Motta <angela.motta@lacity.org>, Sharon Shapiro <sharon.shapiro@lacity.org>, John Damell <john.damell@lacity.org>

Subject: Council File 08-2020

Councilmember Ed Reyes,

Chairman Councilmember Jose Huizar

Councilmember Mitchell Englander

City Council Planning and Land Use Management

Committee Re: Council File 08-2020

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. However, I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. As I drive by them in the evening, I'm nearly blinded by the ever-changing distracting ads. In my neighborhood, our night sky's color is now determined not by the moon or stars; but by what ad is running on the billboard at Seward & Melrose in Hollywood.

Therefore, I believe that a baseline for any digital sign regulation should be as follows:

- 1) The existing digital billboards put up pursuant to the illegal settlement agreement with the city should be shut off and the digital faces removed.
- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance with their permits should be removed or brought into compliance.
- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Regards,

David Ambroz
davidambroz@gmail.com



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: COUNCIL FILE 08-2020

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:11 AM

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

From: <rdacks@aol.com>
Date: Mon, Mar 25, 2013 at 9:36 AM
Subject: COUNCIL FILE 08-2020
To: SHARON.GIN@lacity.org

Councilmember Ed Reyes, Chairman
Councilmember Jose Huizar
Councilmember Mitchell Englander
City Council Planning and Land Use Management Committee

Re: Council File 08-2020

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. However, I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. Therefore, I believe that a baseline for any digital sign regulation should be as follows:

- 1) The existing digital billboards put up pursuant to the illegal settlement agreement with the city should be shut off and the digital faces removed.
- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance with their permits should be removed or brought into compliance.
- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely,
Roberta Dacks



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: PLUM Meetings

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:12 AM

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

From: **Lisa Sarkin** <lsarkin@studiocitync.org>
Date: Mon, Mar 25, 2013 at 9:01 AM
Subject: PLUM Meetings
To: daisy.mo@lacity.org, Sharon Gin <sharon.gin@lacity.org>

Good Morning Ladies:

I am writing to let you know that many stakeholders are dismayed by the timing of the Sign Ordinance this week at PLUM.

I probably will not be able to attend because of preparations for Passover tonight and tomorrow night. Some have reminded me that the Mansionization Ordinance came up at exactly this time. Many, many stakeholders all over the city are also on vacation because of spring break. It has also been brought to my attention that those being paid to attend this PLUM meeting will be in attendance, so you may have an uneven distribution of those representing the billboard companies vs. those representing stakeholders.

I respectfully request you distribute this email to Councilmembers Reyes, Huizar and Englander.

Best regards, Lisa

—

Lisa Sarkin, Vice President
Studio City Neighborhood Council Board Member
Chair Land Use Committee
CD2 Appointee - Ventura/Cahuenga Blvd. Corridor Specific Plan Review Board

SCNC office (818) 655-5400 Home office (818) 980-1010
FAX (818) 980-1011 Cell (818) 439-1674



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Letter from Barbara Broide for PLUM 3/26: Re: Billboard and Visual Landscape Visioning Group / CF 08-2020

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:13 AM

——— Forwarded message ———

From: **Barbara Broide** <bbroide@hotmail.com>

Date: Mon, Mar 25, 2013 at 3:15 AM

Subject: Letter from Barbara Broide for PLUM 3/26: Re: Billboard and Visual Landscape Visioning Group / CF 08-2020

To: "Sharon Gin (PLUM Leg Asst.)" <sharon.gin@lacity.org>

Cc: Councilmember Ed Reyes <councilmember.reyes@lacity.org>, Councilmember Mitch Englander <councilmember.englander@lacity.org>, "Councilmember Jose Huizar" <councilmember.huizar@lacity.org>, Michael Logrande - Planning Director <michael.logrande@lacity.org>, "Alan Bell - Planning Dept." <alan.bell@lacity.org>, "Daisy Mo (City Planning)" <daisy.mo@lacity.org>, Councilmember Dennis Zine <councilmember.zine@lacity.org>, Paul Koretz - cd 5 <paul.koretz@lacity.org>, Councilmember Tony Cardenas <councilmember.cardenas@lacity.org>, Councilmember Bernard Parks <councilmember.parks@lacity.org>, jan.perry@lacity.org, Councilmember Wesson <councilmember.wesson@lacity.org>, "Bill Rosendahl, CD 11" <councilmember.rosendahl@lacity.org>, Councilmember Eric Garcetti <councilmember.garcetti@lacity.org>, Councilmember Richard Alarcon <councilmember.alarcon@lacity.org>, Councilmember Paul Krekorian <councilmember.krekorian@lacity.org>, tom.labonge@lacity.org, Shawn Bayliss - CD 5 Planning <shawn.bayliss@lacity.org>

Attached please find my personal letter to PLUM for Tuesday's committee meeting.

Please distribute it and include it in the Council File record.

Thank you,

Barbara Broide

 BBroide to PLUM 3-25-13 CF 08-2020.doc
38K



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: PLUM Billboard and Visual Landscape Visioning Group

2 messages

Sharon Gin <sharon.gin@lacity.org>
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:10 AM

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

From: **Alan Bell** <alan.bell@lacity.org>
 Date: Mon, Mar 25, 2013 at 11:24 AM
 Subject: Fwd: PLUM Billboard and Visual Landscape Visioning Group
 To: Roberto Mejia <roberto.mejia@lacity.org>, Sharon Gin <sharon.gin@lacity.org>

Sent from my iPad

Begin forwarded message:

From: RosenFree@aol.com
Date: March 24, 2013 10:22:40 PM PDT
To: alan.bell@lacity.org
Cc: daisy.mo@lacity.org
Subject: Fwd: PLUM Billboard and Visual Landscape Visioning Group

FYI

From: president@hillsidefederation.org
 To: councilmember.reyes@lacity.org, councilmember.huizar@lacity.org,
 Councilmember.Englander@lacity.org, Sharon.Gin@lacity.org
 CC: councilmember.krekorian@lacity.org, councilmember.zine@lacity.org,
 councilmember.labonge@lacity.org, paul.koretz@lacity.org, councildistrict6@lacity.org,
 councilmember.alarcon@lacity.org, councilmember.parks@lacity.org,
 councilmember.perry@lacity.org, councilmember.buscaino@lacity.org,
 councilmember.wesson@lacity.org, councilman.rosendaht@lacity.org,
 councilmember.garcetti@lacity.org, venicedd@gmail.com
 Sent: 3/24/2013 9:45:10 P.M. Pacific Daylight Time
 Subj: PLUM Billboard and Visual Landscape Visioning Group

Dear Sharon,

Attached is a letter from the Hillside Federation regarding the
 Billboard and Visual Landscape Visioning Group presentation

being made to PLUM on Tuesday, March 26. Please distribute it to the PLUM Committee.

Thank you.

Marian Dodge, President
Federation of Hillside and Canyon Associations
www.hillsidefederation.org

2 attachments

 **pastedGraphic.pdf**
29K


 **PLUMVisioningGroupletter32513.pdf**
143K

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:13 AM

[Quoted text hidden]

2 attachments

 **pastedGraphic.pdf**
29K

 **PLUM Visioning Group letter 32513.pdf**
143K



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Electronic billboards MUST go!

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:13 AM

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

From: **Monagan, Michael** <mmonagan@lausd.net>
Date: Sun, Mar 24, 2013 at 8:29 PM
Subject: Electronic billboards MUST go!
To: "Sharon.Gin@lacity.org" <Sharon.Gin@lacity.org>

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. However, I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. Therefore, I believe that a baseline for any digital sign regulation should be as follows:

- 1) The existing digital billboards put up pursuant to the illegal settlement agreement with the city should be shut off and the digital faces removed.
- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance with their permits should be removed or brought into compliance.
- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely,
Michael Monagan



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Digital Billoards

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:13 AM

——— Forwarded message ———

From: **j patterson** <jpatterson1222@yahoo.com>
Date: Sun, Mar 24, 2013 at 8:13 PM
Subject: Digital Billoards
To: "Sharon.Gin@lacity.org" <Sharon.Gin@lacity.org>

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. However, I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. Therefore, I believe that a baseline for any digital sign regulation should be as follows:

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- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance with their permits should be removed or brought into compliance.
- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely,
Judy Patterson



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Sign regulation/Digital signs / CF 08-2020 - PLUM 3/26/13

2 messages

Sharon Gin <sharon.gin@lacity.org>
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:08 AM

 Forwarded message

 From: **Westwood Homeowners Association** <wha.westwood@gmail.com>

Date: Mon, Mar 25, 2013 at 5:12 PM

Subject: Sign regulation/Digital signs / CF 08-2020 - PLUM 3/26/13

To: "Sharon Gin (PLUM Leg Asst.)" <sharon.gin@lacity.org>, Councilmember Ed Reyes <councilmember.reyes@lacity.org>, Councilmember Mitch Englander <councilmember.englander@lacity.org>, "Councilmember Jose Huizar" <councilmember.huizar@lacity.org>

Cc: Michael Logrande - Planning Director <michael.logrande@lacity.org>, "Alan Bell - Planning Dept." <alan.bell@lacity.org>, "Daisy Mo (City Planning)" <daisy.mo@lacity.org>, Paul Koretz - cd 5 <paul.koretz@lacity.org>, Mayor Villaraigosa <mayor@lacity.org>, Councilmember Wesson <councilmember.wesson@lacity.org>, Councilmember Paul Krekorian <councilmember.krekorian@lacity.org>, "Bill Rosendahl, CD 11" <councilmember.rosendahl@lacity.org>, Councilmember Jan Perry <councilmember.perry@lacity.org>, Councilmember Eric Garcetti <councilmember.garcetti@lacity.org>

I would appreciate it if you would provide members of PLUM with the attached letter from the Westwood Homeowners Association.

Additionally, please enter our letter in the Council File records of items 08-2020 and 11-1705.

Thank you,

Stephen Resnick, President
 Westwood Homeowners Association


SignOrdinance-PLUM-03262013.doc

29K

Sharon Gin <sharon.gin@lacity.org>
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:14 AM

 Forwarded message

 From: **Barbara Broide** <bbroide@hotmail.com>

Date: Sun, Mar 24, 2013 at 6:20 PM

Subject: Sign regulation/Digital signs / CF 08-2020 - PLUM 3/26/13

To: "Sharon Gin (PLUM Leg Asst.)" <sharon.gin@lacity.org>, Councilmember Ed Reyes <councilmember.reyes@lacity.org>, Councilmember Mitch Englander <councilmember.englander@lacity.org>, "Councilmember Jose Huizar" <councilmember.huizar@lacity.org>

Cc: Michael Logrande - Planning Director <michael.logrande@lacity.org>, "Alan Bell - Planning Dept." <alan.bell@lacity.org>, "Daisy Mo (City Planning)" <daisy.mo@lacity.org>, Paul Koretz - cd 5 <paul.koretz@lacity.org>, Mayor Villaraigosa <mayor@lacity.org>, Councilmember Wesson <councilmember.wesson@lacity.org>, Councilmember Paul Krekorian <councilmember.krekorian@lacity.org>, "Bill Rosendahl, CD 11" <councilmember.rosendahl@lacity.org>, Councilmember Jan Perry <councilmember.perry@lacity.org>, Councilmember Eric Garcetti <councilmember.garcetti@lacity.org>

Please provide members of PLUM with our attached letter sent on behalf of the Westwood South of Santa Monica Blvd. Homeowners Association.

Also kindly please enter our letter in the Council File records of items 08-2020 and 11-1705.

We urge the City to fully implement the Summit ruling as quickly as possible.

Thank you,

Barbara Broide
President



WSSM to PLUM 3-25-13.doc

43K



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Billboards

2 messages

Sharon Gin <sharon.gin@lacity.org>
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:12 AM

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

From: **Kenneth H Lewis** <kenhlewis@aol.com>
 Date: Mon, Mar 25, 2013 at 7:53 AM
 Subject: Billboards
 To: "Sharon.Gin@lacity.org" <Sharon.Gin@lacity.org>

Please shut down the digital billboards! Ken Lewis

Sent from my iPhone

Sharon Gin <sharon.gin@lacity.org>
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:14 AM

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

From: **Jane Scott** <janeray1314@me.com>
 Date: Sun, Mar 24, 2013 at 5:42 PM
 Subject: Billboards
 To: "Sharon.Gin@lacity.org" <Sharon.Gin@lacity.org>

I can't attend Tues. to speak "for" the ban. It must go into effect immediately. There should be heavy fines for the flagrant disregard of the law.

The workmen on the three humongous billboards in Pico Union were told by the city inspector not to install them. On his way home from work that same day, the inspector drove past the site and the signs were already installed and are still present in the community. Pico Union has never allowed billboards in the community, because it is the first sign of the denigration of a community.

Lord knows Pico Union has had more than its share of bad decisions on the part of city government. It has been the "designated dumping ground" for the city for the past 60 years.

2 other examples of the City's disregard for Pico Union.

We now have a "medical marijuana store?" almost on every block. We probably have as many "medical marijuana stores" within a 3 mile area as are permitted for the entire City.

It seems they pop up overnight, as well as the storefront churches. Sometimes we have 3 or 4 churches side by side as well as 2 or 3 churches across the street. We have had as many as 5 churches in one block. They sell food on the sidewalk, "loud" rocking music until 2:00 am or longer as well as practice their music "loudly" all day

3/26/13

City of Los Angeles Mail - Fwd: Billboards

some days during the week. The preachers? shout into their megaphone, instead of talking into them. These are 2 more instances of flagrant disregard of the law. I don't know of any other area of Los Angeles where this could occur on a regular basis.

So yes, this ban must be enforced and done so immediately!

Jane Scott



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Council file #08-2020; Working group re digital signs outside of sign districts

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:14 AM

——— Forwarded message ———

From: **Edward Hunt** <edvhunt@earthlink.net>

Date: Sun, Mar 24, 2013 at 6:04 PM

Subject: Council file #08-2020; Working group re digital signs outside of sign districts

To: Sharon.gin@lacity.org

Cc: Carmen Trutanich <ctrutanich@lacity.org>, councilmember.garcetti@lacity.org, councilmember.reyes@lacity.org, Barbara Broide <bbroide@hotmail.com>, camarobob@hotmail.com, Steven Whiddon <whiddon2003@aol.com>, Mitch O'Farrell <Mitch@mitchforcitycouncil.org>, Councilmember.Englander@lacity.org, Jose Huizar <councilmember.huizar@lacity.org>, Daisy Mo <daisy.mo@lacity.org>, Alpha Design <alphadesignpartnership@yahoo.com>, Alan Bell <alan.bell@lacity.org>, Alfredo Hernandez <alfredoandres@sbcglobal.net>, Bill Rosendahl <councilman.rosendahl@lacity.org>, Bernard Parks <councilmember.parks@lacity.org>, Councilmember.Buscaino@lacity.org, Dennis Zine <councilmember.zine@lacity.org>, fabiola.vilches@lacity.org, Karen Gilman <gilperson2@gmail.com>, Herb Wesson <councilmember.wesson@lacity.org>, Juri Ripinsky <jrgroup@aol.com>, Jane Usher <jane.usher@lacity.org>, Michael LoGrande <michael.logrande@lacity.org>

Dear Chairperson Reyes and LA PLUM Committee Members c/o Sharon Gin:

Re Council File #08-2020, Illegal digital billboards.

I understand Clear Channel has continued to lobby for preserving their illegal digital billboards and are still threatening to sue our City for over \$100 million if we force them to obey the court.

I believe the court ruling should be implemented and all illegal digital billboards that are outside of approved sign districts should be shut off immediately and the digital faces removed.

Note that I did attend all three working group meetings and did listen carefully to Clear Channel's arguments. My complements to the KH Consulting Group for a good job with a difficult assignment and a short timeline. Again, here are my comments and suggestions regarding digital billboards outside of sign districts (Council File #08-2020):

- Start by removing all ILLEGAL billboards now including the digital billboards outside of sign districts that have been rejected by the courts.
- I believe residential neighborhoods should be sacred, quiet, green, shady, refuges from the hectic stress and strain of the commercial streets and work places. Residential Neighborhoods should be free of trash, graffiti, dumping, crime, gangs, scofflaws, speeding traffic, zoning violations, commercial encroachments and billboards of any kind. Residential neighborhoods should be the quiet, calm refuge to come home to after a hectic day and a good, safe place to raise a family. There should be no digital billboards in residential neighborhoods or that can be seen from residential neighborhoods.
- Similarly, there should be no digital billboards in parks or where they can be seen from parks.
- My community of Hollywood already has a large and generous Hollywood Sign District. Recent projects in the Hollywood core have included generous signs and billboards as part of the project approvals. Also, within our sign district our City leaders have approved up to 60 super graphic billboards on the buildings of virtually unlimited size. If we must have digital billboards, let's keep them within properly created sign districts.
- If there is shared income to allow digital billboards, it should be spent LOCALLY.
- Digital billboard fees should fund effective enforcement.
- In my opinion, there should be no digital billboards along freeways because of the distraction hazard.
- Sign companies and billboard property owners need to cease grossly over pruning our City's street trees.
- Any new digital signs should be confined to legally approved sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely,

Edward Villareal Hunt, AIA, ASLA

President, Melrose Hill Neighborhood Association



Etta Armstrong <etta.armstrong@lacity.org>

Fwd:

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:15 AM

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

From: **Tony Sater** <saterproperties@verizon.net>
Date: Sun, Mar 24, 2013 at 4:04 PM
Subject:
To: Sharon.Gin@lacity.org

Councilmember Ed Reyes, Chairman
Councilmember Jose Huizar
Councilmember Mitchell Englander
City Council Planning and Land Use Management Committee
Re: Council File 08-2020

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. However, I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. Therefore, I believe that a baseline for any digital sign regulation should be as follows:

- 1) The existing digital billboards put up pursuant to the illegal settlement agreement with the city should be shut off and the digital faces removed.
- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance with their permits should be removed or brought into compliance.
- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely,
Tony Sater



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Council File 08-2020 (Billboards)

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:15 AM

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

From: **Dan Silver** <dsilverla@me.com>
Date: Sun, Mar 24, 2013 at 3:48 PM
Subject: Council File 08-2020 (Billboards)
To: Sharon.Gin@lacity.org

Councilmember Ed Reyes, Chairman

Councilmember Jose Huizar

Councilmember Mitchell Englander

City Council Planning and Land Use Management Committee

Re: Council File 08-2020

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. However, I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character.

Therefore, I believe that a baseline for any digital sign regulation should be as follows:

- 1) The existing digital billboards put up pursuant to the illegal settlement agreement with the city should be shut off and the digital faces removed.
- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance with their permits should be removed or brought into compliance.
- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely,

Dan Silver, MD

3/26/13

City of Los Angeles Mail - Fwd: Council File 08-2020 (Billboards)

6683 Franklin Ave #6
Los Angeles, CA 90028



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Electronic Billboards ruling needs to be enforced!

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:15 AM

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

From: **Marc Smith** <marcsmith1@ca.rr.com>
Date: Sun, Mar 24, 2013 at 3:45 PM
Subject: Electronic Billboards ruling needs to be enforced!
To: Sharon.Gin@lacity.org

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulation. However, I am very concerned with the potential harm to communities that can come from digital billboards in terms of visual blight, traffic safety hazards, light trespass, and change in community character. Therefore, I believe that a baseline for any digital sign regulation should be as follows:

- 1) The existing digital billboards put up pursuant to the illegal settlement agreement with the city should be shut off and the digital faces removed.
- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance with their permits should be removed or brought into compliance.
- 3) Any new digital signs should be confined to sign districts established according to the revised sign ordinance now pending before the City Council.

Sincerely,

Marc Smith



etta.armstrong@lacity.org

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6 of 5,443

COMPOSE



Sharon Gin

to me



Search people...

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- Important
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- Follow up
- Important Emails T...
- INVALID_LABEL
- Keep (998)
- Misc (76)
- Priority (2)
- Sign Ordinance 0...
- SouthBay
- Urgent
- More

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

From: Michael Conway <ConwayM@unitedtalent.com>
 Date: Mon, Mar 25, 2013 at 12:19 PM
 Subject: Council File 08-2020
 To: "Sharon.Gin@lacity.org" <Sharon.Gin@lacity.org>
 Cc: "councilmember.reyes@lacity.org" <councilmember.reyes@lacity.org>, "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>

Dear Committee members:

I applaud the committee for setting up the Billboard Visioning Group to discuss digital billboard regulations in communities that can come from digital billboards in terms of visual blight, traffic safety hazards, and that a baseline for any digital sign regulation should be as follows:

- 1) The existing digital billboards put up pursuant to the illegal settlement agreement with the city
- 2) All billboards found by the city's inventory and inspection program to be lacking permits or out of compliance.
- 3) Any new digital signs should be confined to sign districts established according to the revised sign

Sincerely,

Michael Conway
 6630 Maryland Dr.
 Los Angeles, CA 90048

- Albert Lao
- Alice Castillo
- Anna Martinez
- Eusebio Martinez
- James Williams
- John Minor
- Julia Amanti
- Mary Carter
- Shannon Hoppes
- Sharon Dickinson

**Coalition to
BanBillboardBlight** Protecting Public Space □ Defending the Visual Environment

2700 Military Ave., Los Angeles, CA 90064
310.386.9661

info@banbillboardblight.org
www.banbillboardblight.org

March 22, 2013

Councilmember Ed Reyes, Chairman
Councilmember Jose Huizar
Councilmember Mitchell England
Planning and Land Use Management Committee
200 N. Spring St.
Los Angeles, CA 90012

Dear Councilmembers,

Thank you for convening the recent Billboard and Visual Landscape Visioning Group to tackle the highly-charged subject of digital billboard regulation. The Planning Department did an exemplary job putting this group together on very short notice, and KH Consulting facilitated the three meetings in an evenhanded, professional manner.

However, it was clear from the outset that the objectives of most representatives of the outdoor advertising industry and the objectives of most representatives of community groups were fundamentally at odds. Clear Channel and CBS Outdoor wanted some kind of deal with the city to preserve existing digital billboards despite court orders to the contrary, and most of the other sign companies wanted to be able to operate their own digital billboards. Most of those on the "community" side of the table were adamantly opposed to any deal that would allow the existing digital billboards to remain, and believed that digital signage should be confined to sign districts.

In order to protect the city's communities and the quality of life of its citizens, we believe that further discussion and possible action by this committee should be premised on the following:

- 1) **No new off-site and digital signage outside sign districts.** This committee has approved comprehensive sign ordinance revisions that do just that, and allowing digital signage elsewhere would be a huge step backward for the city and its communities. In sign districts, detailed regulations can be crafted for each proposed sign, to avoid such problems as light trespass and potential traffic safety hazards. The vast majority of commercial streets in the city closely border residential properties and many have a heavy mix of vehicle and pedestrian traffic. From past experience with the digital billboards now operating, it is abundantly clear that negative effects are inevitable and that they do not belong in these locations.
- 2) **All existing digital billboard permits should be revoked as per court orders, and the city should ensure that all digital faces are removed.** Any re-permitting or relocation of these billboards would inevitably lead to further litigation, as well as the proliferation of digital billboards throughout the city, not only creating visual blight and other problems, but endangering the 2002 ban on new off-site signs or modifications to existing signs.
- 3) **All billboards lacking permits or out of compliance with permits should be removed or brought into compliance.** The first survey under the Off-site Sign Periodic Inspection Program revealed that almost 20 per cent of existing billboards fell into the above category. Until the

legal status of every billboard in the city is determined, there should be no action to entitle new signs.

4) A dedicated sign unit should be set up in the Planning Department. Issues involving both off-site and on-site signage are constantly arising, and a comprehensive approach to regulation is badly needed in order for this committee, the city council, and other bodies to make informed decisions that respect everyone's right to a voice in the matters that affect their communities.

Sincerely,

Dennis Hathaway, President



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: TAKE DOWN THE ILLEGAL DIGITAL BILLBOARDS!!!!!!!!!!!!!!!

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:16 AM

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

From: <jammer999@aol.com>
Date: Fri, Mar 22, 2013 at 4:43 PM
Subject: TAKE DOWN THE ILLEGAL DIGITAL BILLBOARDS!!!!!!!!!!!!!!!
To: Sharon.Gin@lacity.org

Jerry Jamgotchian
2415 E. Washington
LA, CA
310-408-5806
jammer999@aol.com



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Electronic Billboards

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:16 AM

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

From: **j patterson** <jpatterson1222@yahoo.com>
Date: Fri, Mar 22, 2013 at 9:55 PM
Subject: Electronic Billboards
To: "Sharon.Gin@lacity.org" <Sharon.Gin@lacity.org>

Please make sure the electronic billboards are dismantled.

Judy Patterson
Los Angeles



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Sign Ordinance, Council File 08-2020

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:16 AM

—— Forwarded message ——

From: **Robert Aronson** <r_aronson@ureach.com>
Date: Sun, Mar 24, 2013 at 3:37 PM
Subject: Sign Ordinance, Council File 08-2020
To: sharon.gin@lacity.org

Dear Planning & Land Use Committee,

I am writing to request that you please pass the proposed sign ordinance out of your Committee without further changes. The DBS survey showed that there were thousands of illegal signs, and this makes the City look feckless. Right now, it's financially advantageous for the sign companies to risk the small fine than take down an illegal sign. The new sign ordinance, as proposed, will put some teeth into the enforcement aspect of illegal signs.

I am also writing to ask that you please undo the illegal digital billboard conversion/installation agreement, and make sure that the illegal digital billboards are taken down as soon as possible.

Surveys show that most citizens in the City want the digital billboards to be removed permanently. When your committee does things that appear to be siding with the sign companies, it looks like you are not effectuating the will of the people, and it makes you look like you are beholden to the billboard companies. I don't think that's how you want to be perceived. Please do the right thing.

Thank you for considering my opinion.

Robert Aronson
1215 Appleton Way
Venice, CA 90291-2914
(310) 399-3432



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: support for removal of electronic billboards

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Mar 26, 2013 at 8:16 AM

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

From: **Creighton Turner** <creigt@aol.com>
Date: Fri, Mar 22, 2013 at 5:55 PM
Subject: support for removal of electronic billboards
To: Sharon.Gin@lacity.org

We, the Turner family of five, fully support taking down the electronic digital billboards. Keep up the good work.

Creighton & Susan Turner
Jossalyn, Stephany and Jillian Turner