

To: Councilmember Reyes

I have been a resident of Venice Beach for over 30 years. Huh? People live in Venice Beach? Yes, we do. We live in this Disneyland without rides and the commercialization is getting worse and worse. We have the illegal vending on the westside of the Ocean Front Walk blocking coastal view and access. Passing this sign ordinance will only make it worse.

I had the opportunity to review the ordinance, all 50 pages of it, and I oppose adoption of it in its present form. It will allow a proliferation of commercial advertising on both private and public property without a significant reduction in existing billboard signage blight. The Venice residents urge you revise the ordinance that now only encourages more sign blight, especially along the Ocean Front Walk.

Thank you,
Gail Rogers
Venice Beach

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

From: **Steven Tan** <steventanmd@gmail.com>

Date: Thu, Oct 13, 2011 at 11:02 AM

Subject: Council File 8-2020 and Citywide Sign Ordinance 0-8-3386S1

To: "Councilmember.Reyes" <Councilmember.Reyes@lacity.org>, "Michael.Espinosa" <Michael.Espinosa@lacity.org>

Cc: Gailee33 <Gailee33@aol.com>

As a homeowner and resident near the Venice boardwalk, I am opposed to the new sign ordinance. Our Ocean Front is already over commercialized, blocking coastal view and access. I strongly urge you to OPPOSE it at the upcoming Planning and Land Use meeting of the City Council.

Sincerely,

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*Steven Tan, MD
20 Park Ave
Venice, Ca 90291*