



RESIDENTS OF BEVERLY GLEN, INC.

October 14, 2011

(By email)

Michael Espinosa Michael.Espinosa@lacity.org
Planning and Land Use Management (PLUM)

Re: Sign Ordinance

Dear Mr. Espinosa:

On behalf of the Residents of Beverly Glen, Inc. we are writing in response to the Sign Ordinance as currently before PLUM. Residents of Beverly Glen, Inc. represents a quaint neighborhood of 650+ residents, and of primary concern is assuring that the natural character of our area is not compromised.

We strongly oppose the Sign Ordinance as it is currently written, and support the recommendations of the Coalition to Ban Billboard Blight. In particular, we strongly oppose any provision that would allow advertising in our city parks, or digital signs without regards to location, hours of operation, size, or a process for public input.

Please feel free to contact me at hillside@beverlyglen.org with any questions. Thank you for your consideration.

Sincerely,

Gillian Calof
Hillside Federation Representative

Cc: Tensie Palmer, President, Residents of Beverly Glen
Marian Dodge, President, Hillside Federation
Honorable Councilman Koretz

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

From: **Sherie Scheer** <sherie.scheer@verizon.net>

Date: Thu, Oct 13, 2011 at 10:25 PM

Subject: Advertising in parks

To: Councilmember.Reyes@lacity.org, Michael.Espinosa@lacity.org, councilmember.garcetti@lacity.org, Rosendahl Bill <councilman.rosendahl@lacity.org>

Dear Councilman Reyes,

This business of Parks and Recreation wanting to sell out the people and parks of Los Angeles is just atrocious!

As you know, Barry Sanders used to work for a law firm which represents many big clients who would be getting cheap advertising and exposure via this scam. And what would the people of Los Angeles get in return? Forced exposure to advertising during their recreation time. And VERY LITTLE monetary recompense. Not even enough to pay the costs of watering.

Recreation time is special. People deserve to play, commune with nature, and put variety in our lives without being bombarded with advertising as if we were on major City streets, where we are inundated with advertising. Wholesale trashing of the public space is appalling and disgusting.

Imagine Central Park in New York or Golden Gate Park in San Francisco plastered with advertising. It's impossible.

In the name of all that's decent, please oppose the sign ordinance.

Sincerely yours,

Sherie Scheer

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

From: **Ingrid Mueller** <ingridinvenice@yahoo.com>

Date: Fri, Oct 14, 2011 at 12:30 PM

Subject: CF 08-2020 -- Tues, 10-18-11 - PLUM

To: "michael.espinosa@lacity.org" <michael.espinosa@lacity.org>

Dear Mr. Espinosa,

Thanks for distributing these before Tuesday:

To: Planning And Land Use Management Committee
>Councilmember Ed P. Reyes, Chair
>Councilmember Jose Huizar
>Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

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Dear PLUM Committee Members:

Please, please, please!
I urge you to reject that latest draft of the citywide sign ordinance.

At a minimum, any sign ordinance revisions should do the following (right?):

- Require the r e m o v a l of existing billboards at a MORE than
- 1 to 1 square footage ratio in exchange for ANY new billboards or other types of off-site advertising signs.
-
- Provide absolute PROTECTION for city parks and other public facilities from commercial advertising ('sexy', alcohol, drugs, etc. are banned @ EastCoast already!)
-
- Require any pending sign district applications -not yet approved- by the City Planning Commission to CONFORM to the takedown provision and other future provisions of the sign ordinance.
-
- Prohibit DIGITAL signage ANYWHERE until comprehensive regulations are in place to protect communities from Light Pollution, Traffic Hazards, Excess Energy Use, and CHANGE IN COMMUNITY CHARACTER.

- I do not want the areas of the city I work in and travel through to be turned into replicas of Times Square or "Blade Runner." (It's my favorite movie BECAUSE it warns us in the cities to prevent that scenario, after all!)
-
- Please do everything you can to protect it for me, my family, my neighbors, and everyone else who loves the city/cities in general, and wants it to be a good and healthy and happier place to live and work.

Sincerely, indeed,
Ingrid Mueller
1027 Elkgrove Ave. #3
Venice, CA 90291

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

From: Gail Folan <casacntent@sbcglobal.net>

Date: Fri, Oct 14, 2011 at 1:03 PM

Subject: Council File 08-2020 Citywide Sign Ordinance - October 18 Meeting

To: michael.espinosa@lacity.org

Cc: councilmember.rosendahl@lacity.org, mayor@lacity.org

*Please distribute to the members of the PLUM Committee for the October 18 meeting.
Thank you.*

To: Planning And Land Use Management Committee
Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Committee Members:

I urge you to reject the latest draft of the citywide sign ordinance. At a minimum, any sign ordinance revisions should do the following:

- Require the removal of existing billboards at a more than one to one square footage ratio in exchange for any new billboards or other types of off-site advertising signs.
- Provide absolute protection for city parks and other public facilities from commercial advertising.
- Require any pending sign district applications not yet approved by the City Planning Commission to conform to the takedown provision and other future provisions of the sign ordinance.
- Prohibit digital signage anywhere until comprehensive regulations are in place to protect communities from light pollution, traffic hazards, excess energy use, and change in community character.

I do not want the areas of the city I work in and travel through to be turned into replicas of Times Square or "Blade Runner." Please do everything you can to protect it for me, my family, my neighbors, and everyone else who loves the city and wants it to be a good place to live and work.

Sincerely,

Gail Folan

7834 McConnell Avenue

Los Angeles, CA 90045

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

From: **Dan Silver** <dsilverla@me.com>
Date: Fri, Oct 14, 2011 at 1:49 PM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: michael.espinosa@lacity.org

FOR DISTRIBUTION TO PLUM COMMITTEE PRIOR TO OCTOBER 18, 2011

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance -OPPOSITION

Dear Chair and Committee Members:

As a life-long Angeleno, I urge you to reject the latest draft of the citywide sign ordinance. Our organization is dedicated to improved land use planning, which means preserving the quality of the urban environment. *While we recommend the elimination of all sign districts*, at a minimum, any sign ordinance revisions should do the following:

- Require the removal of existing billboards at a more than one to one square footage ratio in exchange for any new billboards or other types of off-site advertising signs.
- Provide absolute protection for city parks and other public facilities from commercial advertising.
- Require any pending sign district applications not yet approved by the City Planning Commission to conform to the takedown provision and other future provisions of the sign ordinance.
- Prohibit digital signage anywhere until comprehensive regulations are in place to protect communities from light pollution, traffic hazards, excess energy use, and change in community character.

While the billboard companies and major real estate interests would benefit from the proposed weakened ordinance, it is not in the interest of your broader constituencies. We do not want the finest commercial areas of the City to be turned into demeaning viewscapes that assault us unwillingly with advertising. The "uglification" of our City must stop! In addition, as you know, digital signs are immense energy hogs, and have no place in a "green" city.

Please consider your legacy, and do everything you can to save the beauty of Los Angeles for everyone who loves the City and wants it to be a high quality place to live and work.

Sincerely,
Dan Silver, Executive Director
Endangered Habitats League
8424 Santa Monica Blvd., Suite A 592
Los Angeles, CA 90069-4267

213-804-2750
dsilverla@me.com
www.ehleague.org

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

From: **James Hall** <jjhall68@socal.rr.com>
Date: Fri, Oct 14, 2011 at 1:22 PM
Subject: Please, please STOP THIS HORRIBLE ACT - SIGNS IN OUR CITY
To: michael.espinosa@lacity.org

Dear Sir:

This must stop. Los Angeles is looking like a third world country. Fact. Please, rather than make it look like a Horrible Film Production where a Nuke hits the city and it looks abandoned and dirty with weeds growing everywhere (SIGNS)...Why not make it look like WE CARE?

Go up and down Wilshire Blvd and then go on to those side streets North of Wilshire. Wow, clothes hanging on wire, illegals building incampments to SELL ILLEGAL GOODS. Trash everywhere, crime high, and it is spooky driving through there. I remember the 70's it was NICE! I attended Woodbury Univ. when it was on Wilshire Bl. I liked the drive or bus ride. Now? No way. It brings tears to my eye's and do you think for a second TOURISTS want to see this??? They can go to Mexico or India or Thailand or Haiti to see this filth....We live in CHAOS. Please, change it. No signs and a Clean up L.A. Plan of Action!

Thank you,

James Hall
Veteran, US Army, Nato
1974-1977

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

From: **tracy scruggs** <tracy_scruggs@yahoo.com>

Date: Fri, Oct 14, 2011 at 2:14 PM

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

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

Cc: "Gailee33@aol.com" <Gailee33@aol.com>

Dear Councilmember Reyes:

I urge you to oppose the city-wide sign ordinance and stop urban blight. In an urban metropolis like ours, it's critical that we do everything we can to preserve the natural beauty of our beaches and maintain that of our green parks. The idea of allowing commercial signage near ocean front walk or anywhere near our beach is absurd. You have an opportunity to do the right thing; please oppose the signage ordinance and protect our beach views and parks from urban blight.

Yours,

Tracy Scruggs
21 Park Avenue
Venice, CA 90291

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

From: **Evelyn Stern** <stern123@earthlink.net>

Date: Fri, Oct 14, 2011 at 3:19 PM

Subject: Billboard blight

To: michael.espinosa@lacity.org, councilmember.reyes@lacity.org, councilmember.krekorian@lacity.org, councilmember.zine@lacity.org, councilmember.koretz@lacity.org, councilmember.Labonge@lacity.org, councilmember.cardenas@lacity.org, councilmember.alarcon@lacity.org, councilmember.parks@lacity.org, councilmember.perry@lacity.org, councilmember.wesson@lacity.org, Councilman Rosendahl <councilman.rosendahl@lacity.org>, councilmember.english@lacity.org, councilmember.garcetti@lacity.org, councilmember.huizar@lacity.org, mayor@lacity.org

Cc: info@banbillboardblight.org

To: Planning And Land Use Management Committee
Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Committee Members:

Think of one of your favorite landscapes or cityscapes. Now imagine it with filled with signs and billboards. That's what you're being asked to do to L.A. We do not want a city made invisible by visual garbage.

I strenuously urge you to reject the latest draft of the citywide sign ordinance. At a minimum, any sign ordinance revisions should do the following:

- Require the removal of existing billboards at a more than one to one square footage ratio in exchange for any new billboards or other types of off-site advertising signs.
- Provide absolute protection for city parks and other public facilities from commercial advertising.
- Require any pending sign district applications not yet approved by the City Planning Commission to conform to the takedown provision and other future provisions of the sign ordinance.
- Prohibit digital signage anywhere until comprehensive regulations are in place to protect communities from light pollution, traffic hazards, excess energy use, and change in community character.

I do not want the areas of the city I work in and travel through to be turned into replicas of Times Square or "Blade Runner." Please do everything you can to protect it for me, my family, my neighbors, and everyone else who loves the city and wants it to be a good place to live and work.

Sincerely,

Evelyn Stern, 12367 Deerbrook Lane, L.A. 90049
stern123@earthlink.net