

January 14, 2013

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

Re: Council File 08-2020 Sign Ordinance (public comment for January 24, 2013 meeting)

Dear Councilmembers Reyes, Huizar and Englander,

We have previously expressed our concerns regarding discussion and attempt to facilitate the selling of commercial advertising in our city parks. At the recent December 2012 PLUM Committee hearing, again there was ambiguous language proposed and we'd like to remind you that in 2011, the PLUM Committee directed Planning staff to ensure that nothing in the final wording of ordinance 08-2020 could be interpreted to allow advertising in parks. We appreciate that the Committee stay firmly with that theme.

These are our two main concerns regarding the December 2012 Committee meeting:

1. First, the new Tier 2 Sign District provision could be a loophole, within which city parks become vulnerable. Do not allow Tier 2 Sign Districts at all.
2. The Los Angeles Zoo is Open Space zoned land and is wholly within Griffith Park. As such, it should not be considered eligible for becoming a Sign District. Sign Districts are for commercial and industrial zoned land, otherwise there is no land-use basis for Sign Districts whatsoever.

Specific language precluding commercial advertising in our parks should be adopted. Sign Districts of any kind should not be allowed in city parks.

We do, however, support policy procedures for donor signs or sponsor signs to be allowed in public space, such as for banners sports leagues. Department of Recreation and Parks can be tasked to formulate strict criteria for such donor or sponsor signs for our parks, taking into account community input.

Children need parks as the last remaining public space unmarked by commercialism. Parks should be a place for children to enjoy the outdoors and unleash their creative talents within themselves, rather than be exploited by messages to which they are inevitably vulnerable. Please don't open up any possibility for advertising in our parks. It is not what residents want.

Sincerely,

Caroline Schweich
President

Cc: Councilmember Tom LaBonge