

**Westwood South of Santa Monica Blvd**  
**Homeowner's Association**  
*Incorporated November 8, 1971*  
**P. O. Box 64213**  
Los Angeles, CA 90064-0213

January 14, 2013

Councilmember Ed Reyes, Chair  
Councilmembers Jose Huizar and Mitch Englander, Members  
Los Angeles City Council PLUM Committee  
City Hall  
Los Angeles, CA 90012

Via email: Sharon Gin, [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

**RE: Council File 08-2020**

Dear Chairman Reyes and Councilmembers Englander and Huizar:

We have come before you and the City Planning Commission on numerous occasions to address the issue of the pending citywide sign ordinance. Our organization represents over 3800 single family and condominium homeowners on the Westside of Los Angeles. Our neighborhood is "host" to many of the digital billboards that were erected as a result of the billboard settlement agreements recently ruled illegal by virtue of the Superior and Appeals Courts rulings in the Summit Media case. As you well know, both Courts ruled in favor of Summit Media, stating that the both the settlement agreement and the digital signs are illegal.

It is of grave concern to us that after years of consideration, at a time when PLUM was ready to forward the sign ordinance on to the full Council for their consideration, there appears to be a last-ditch effort by CBS Outdoor and Clear Channel to subvert both the sign ordinance AND the Superior and Appeals Court rulings by attempting to insert language into the sign ordinance (or any other ordinance) that would undermine the Courts' recent rulings. However, neither CBS nor Clear Channel will be able to accomplish their goal without having willing partners (or should we say accomplices) from the Council. Our homeowners association and others joined together to file an amicus brief in the Summit Media case to inform the court that this case was and is much more than a battle between competing business interests. We represented the greater community interest and informed the court as to what was at stake from a community perspective. We now look to your committee and the Council to act to protect that same community interest and not the special interests of Clear Channel and CBS Outdoor.

Councilmembers who voted in support of the signing of the 2006 settlement agreements tell us that they did so without fully reading and understanding the content of those agreements or the impacts on our city. Many have said that they regret having done so. Why, at a time when the City has prevailed in Court, would you consider taking any action to weaken the City's hand and any negotiating position you might have that could actually result in better protections for our communities across the City?

While we would most certainly like to see a stronger sign ordinance more in the lines of what was adopted and recommended by the City Planning Commission after its exhaustive series of hearings and deliberations, we support the passage of the draft sign ordinance as vetted by the

City Attorney's office at your direction prior to any attempts to alter it in answer to the Summit Media decision. It is time to look representatives of CBS Outdoor and Clear Channel in the eye and let them know that this issue is now in the public realm and can no longer be decided behind-the-curtains of City Hall.


The ordinance is not perfect. It does not grant communities and residents all that they may have hoped for and by the same token, it does not and should not capitulate to the interests of Clear Channel and CBS and other outdoor advertisers who wish to return to the days of the wild, wild LA billboard west. The people of Los Angeles have spoken – neighborhood councils, residents, business people, property owners, roadway users--- and they have spoken clearly: They do not want signs in parks and City recreational facilities, and they want meaningful protections from digital billboards. The CPC and PLUM efforts to contain digital signs in Sign Districts with strict provisions regulating their placement (limited to sign districts in regional commercial and regional center zoned areas) and operation (to minimize impacts and protect public safety) is the only way to allow for these signs. Any new off-site signs permitted by the City should only be located in sign districts. (The number of sign districts, having grown by leaps and bounds since CPC consideration of the ordinance, should be viewed by sign advocates as special privileges granted from the City that provide them with opportunities well beyond the intent of the 2002 sign ordinance and the wishes of the large majority of Angelenos. However, the privilege to erect new signage under the City's pending sign ordinance must be granted only upon the REMOVAL/TAKE DOWN of existing signage in the City. We cannot tolerate any net gains of signs in our municipality and should be seeking to reduce total signage. And, as the Council well knows, the income that can be derived from a single digital sign is many, many times the income from a traditional billboard.

Finally, given the litigious nature of the outdoor advertising industry (and particularly Clear Channel and CBS), and the past behavior of a number of outdoor advertising firms who have ignored City rules on the placement of billboards and supergraphic signs, it is imperative that the City's sign regulations include the newly proposed schedule of penalties that can serve as a serious and meaningful deterrent to future violations of the ordinance. Without it, all efforts to reign in future abuses will be rendered ineffectual.

We ask that you pass the ordinance now, as vetted by the City Attorney's office and with no efforts to weaken its provisions. Look at the Summit Media ruling as an opportunity to let Clear Channel and CBS Outdoor Advertising know that times in Los Angeles have changed and that they can no longer write our City's laws that regulate them. They have led the City astray before. Do not allow them and their lobbyists to do so once again.

Thank you for your consideration.

Sincerely,



Barbara Broide  
President

cc: Alan Bell, LA City Planning Dept.  
Michael LoGrande, LA City Planning Dept.  
Chris Koontz, CD 5  
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# Los Feliz Improvement Association

P.O. Box 29395, Los Angeles, CA 90029  
(323) 660-1914  
www.LFIA.org

January 11, 2013

To: Planning and Land use Management Committee  
Ed Reyes, Chairman; Jose Huizar and Mitchell Englander, Members.

RE: Council File 08-2020, Citywide Sign Ordinance Revisions

Dear Committee Members:

The Los Feliz Improvement Association has repeatedly sent you our concerns about the new sign ordinance amendments. The latest round of hearings impel us to write once more on the issue.

The Los Feliz Improvement Association adamantly supports the blanket prohibition against signage in city parks and particularly Griffith Park, including the elimination of all parks from sign district consideration unless they are designated as a "regional center" in an adopted community plan.

The importance of this was recently made by the inclusion of the Los Angeles Zoo in the list of grandfathered sign districts. The concept of a sign district in Griffith Park has left the Los Feliz community aghast and horrified. The Zoo already displays Griffith Park's most garish and tasteless sign at its entrance, in a style completely at odds with a peaceful park experience or the natural environment. The mere concept that a park entity could gain unfettered on-site signage opportunities by being allowed to become a sign district speaks directly to the need for the retention of this prohibition against all off-site signage in city parks in the new sign ordinances.

The Los Feliz Improvement Association, therefore, continues to strongly support:

- A prohibition against commercial advertising in parks and public facilities, including the establishment of sign districts, without any exceptions.
- Offset requirements mandating removal of old signs when new signs are established in sign districts of at least one-to-one.
- A requirement that all signs that exceed the current law's parameters must be brought into compliance without an "adjustment.;"
- That signs in Comprehensive Sign programs must be only on-site or business signs.

Sincerely yours,

Chris Laib  
Co-President

Demian Wyma  
Co-President

cc. Councilmember Tom LaBonge



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\*Past President



Etta Armstrong <etta.armstrong@lacity.org>

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**Fwd: CF # 08-2020**

1 message

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

Tue, Jan 15, 2013 at 7:40 AM

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

From: **Melzer, Sara** <melzer@humnet.ucla.edu>  
Date: Sat, Jan 12, 2013 at 10:22 AM  
Subject: CF # 08-2020  
To: "sharon.gin@lacity.org" <sharon.gin@lacity.org>

Dear City Council Members,

As an LA resident for 25 years, I realize that ads do bring much needed revenue to our city. But at what cost? I think the cost is too high given its very negative consequences -- so I urge you to protect our city from the encroachment of yet more ads which threaten a hostile take-over.

One cost is safety. When I am driving, I often feel distracted by the changing lights of the ads. Other drivers have said the same. Some studies indicate that drivers occasionally divert their attention away from driving towards the signs. This is dangerous to all people on the road. The added revenue from ads is definitely worth the cost of traffic accidents and injuries.

Another cost is quality of life. Advertisers are making us prisoners in our own city, forcing us to live in a walled city -- walled with their messages. And its hard to see beyond the wall to appreciate the trees, the sky and the interest buildings of LA architecture. The assault of all these ads dehumanizes us. While these ads do bring in money, they should not come at the cost of having to sell our sell to these MAD MEN and MAD WOMEN.

Please protect the broader interests of the community that is interested in the quality of their life and safety. Do not allow our souls to be bought by advertisers. That is clearly a hidden cost.

Sincerely,

Sara E. Melzer

920 Amherst Ave.

Los Angeles, CA 90049



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

## Fwd: Digital Billboards

1 message

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

Tue, Jan 15, 2013 at 7:40 AM

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

From: **teri kahn** <terikahn2003@yahoo.com>

Date: Sun, Jan 13, 2013 at 10:28 AM

Subject: Digital Billboards

To: "councilmember.reyes@lacity.org" <councilmember.reyes@lacity.org>, "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "Councilmember.englander@lacity.org" <Councilmember.englander@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>

Chair Ed Reyes councilmember.reyes@lacity.org  
 Jose Huizar councilmember.huizar@lacity.org  
 Mitch Englander Councilmember.englander@lacity.org  
 PLUM Clerk sharon.gin@lacity.org  
 RE: #08-2020 Sign Ordinance

Dear Chairman Reyes,

As a resident of Brentwood 90049, and as an environmental science teacher, I think it is urgent that we **remove all digital billboards** from our city. They are distractions for drivers and they are energy hogs. Given that we live in a world with finite amounts of concentrated, available energy sources it seems to me that directing such sources toward advertising is wasteful. In fact, it is obnoxious.

Moreover, the people who live close to the signs have to suffer an invasion of their personal space. This is not the same thing as living close to an airport. The airport was there before the family moved in; anyone who buys/rents a home near an airport has no right to complain about noise. For most of the people living near the digital signs, the signs were erected after the fact. This is not fair and it is not an ordinary nuisance. Perhaps the most compelling reason to remove such signs (from the point of view of the City) is what it does to the property below. Landlords collect so much revenue from the sign itself that they often fail to develop the buildings. This flies in the face of rule #1 for real estate: develop the property for its highest and best use. Such building will not be upgrades, will not be sold, and the City will not get additional revenues.

Please move on this now.

Teri Redman Kahn  
 Brentwood



January 13, 2013

PLUM Committee  
200 N. Spring Street  
L.A., CA 90012

**Re: Sign Ordinance #CF 08-2020 - SHUT THEM OFF!**

Dear Councilmembers Reyes, Huizar and Krikorian:

Just last month stakeholders across the city breathed a collective sigh of relief when the Appeals Court ordered the takedown of 100 illegal digital billboards. I wrote to you that very day on behalf of Bel Air Skycrest Property Owners' Association (BASPOA), urging that you act immediately to recommend approval of the revised citywide sign ordinance and particularly that you honor that Appeals Court decision. Instead, another month's delay has allowed for who knows what backroom deals with Clear Channel and CBS.

Those hundred billboards need to come down, as the court ruled. And we are concerned about other changes you may be contemplating to further undermine a truly meaningful sign ordinance for our city.

We oppose the grandfathering of additional sign districts, the Tier 2 sign district category, and wall signs that cover windows. We support stronger brightness regulations, as well as increased takedown and community benefit requirements, and we are especially concerned about the protection of scenic parkways and also of city-owned parks and other public facilities, particularly those frequented by children, from commercial signage of all kinds.

Do not sell out the city you are supposed to protect.

Respectfully,

*Lois Becker*

Lois Becker, Community Liaison  
Bel Air Skycrest Property Owners' Association  
PO Box 260503  
Encino, CA 91426

cc: Councilmember Bill Rosendahl  
Federation of Hillside & Canyon Associations  
Coalition to Ban Billboard Blight



ASIAN PACIFIC POLICY & PLANNING COUNCIL

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January 14, 2013

Herb Wesson, President, Los Angeles City Council  
200 North Spring Street, Room 430  
Los Angeles, CA 90012

**RE: Community Care Facility Ordinance--Council File No. 11-0262**

Dear Council President Wesson:

The Asian Pacific Policy & Planning Council (A3PCON) writes to oppose the proposed Community Care Facility Ordinance (CCFO). The ordinance forwarded by the Public Safety Committee is an end run around a long process of reviewing this ordinance, in which many responsible agencies have shown it will restrict and curtail their work in assisting persons with disabilities. The Asian American Drug Abuse Program in your District is one such organization.

The unintended consequence of this ordinance are that it will reduce supportive living arrangements for the disabled, elderly, mentally handicapped, students, poor, and a host of other population that are struggling with Los Angeles's high cost of housing. We have learned that the Housing Department confirmed that this would jeopardize funding from DMH, HACLA, and LAHSA, all of whom require separate leases.

The ordinance would create troublesome new requirements for State licensed facilities. This ordinance adds parking and room density requirements not currently required by the State. Most licensed facilities do not meet these requirements.

We are aware there are some facilities that have caused problems for local residents. There exist provisions to address these issues. A licensed facility that creates a nuisance can be easily sanctioned by the licensing agency which is empowered to fine facilities for infractions.

Sincerely,

Mark Masaoka, Policy Coordinator  
Cc: Planning and Land Use Committee, Los Angeles City Council





# BRENTWOOD Community Council

149 S. Barrington Ave., Box 194, Los Angeles, CA 90049

[www.brentwoodcommunitycouncil.org](http://www.brentwoodcommunitycouncil.org)

January 14, 2013

LA City Council PLUM Committee  
Chairman Ed Reyes  
Councilmember Jose Huizar  
Councilmember Mitch Englander  
PLUM Clerk [Sharon.gin@lacity.org](mailto:Sharon.gin@lacity.org)

RE: CF #08-2020

Dear Chairman Reyes,

The Brentwood Community Council ("BCC") represents a population of over 50,000 residents. We have been targeted for many digital billboards on the westside and consider them blight.

The Superior Court ruled in *favor* of Summit Media stating that the billboards should be removed. An appeal by CBS and Clear Channel to The Court of Appeal ruled in Summit's *favor* as well.

These decisions are good for quality of life, but not for loss of money eyed by the City, CBS and Clear Channel. So, rather than sending on an acceptable draft Ordinance to City Council for consideration the day after the Court of Appeal decision, you announced it would be continued until January 22, 2013.

The Ordinance has now been continued to allow lobbyists to find a way to work around it. If a basketball game is over, the ref doesn't go back to correct wrong calls. In this case, *two* courts of law have spoken for the people of Los Angeles and Summit Media. It is time that the City Council should give advantage to the people whom they are *supposed* to serve rather than bend to special interest.

This is not a perfect Ordinance, but was agreed upon to support it by people it *affects*...citizens of Los Angeles in community and homeowner groups, neighborhood councils, residents et al. In other words, the people of Los Angeles *want protection from digital billboards and from billboard placement in parks.*

The most admirable player in this whole saga is Summit Media. **Please do not meddle with the decisions Summit has won in the Courts to remove the billboards.**  
**The BCC asks that you send the intended Ordinance as is to City Council.**

We have followed this saga for *years*, testified, traveled to hearings during work hours, tried to be good citizens working within the political process for a cause we believe will be beneficial.

Respectfully,



Nancy Freedman, Chair  
Brentwood Community Council

Councilmember, Bill Rosendahl  
Councilmember Ed Reyes  
Councilmember Jose Huizar  
Councilmember Mitch Englander  
[info@banbillboardblight.org](mailto:info@banbillboardblight.org)

# BRENTWOOD HILLS HOMEOWNERS ASSOCIATION

1875 Century Park East, Suite 1500  
Los Angeles, California 90067



Writer's e-mail: [eedmunds@frlawcorp.com](mailto:eedmunds@frlawcorp.com)  
Writer's Direct Line: (310) 575-0800, ext. 2790

January 14, 2013

Ms. Sharon Gin, Clerk  
Planning and Land Use Management Committee  
[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Re: **Digital Billboards, CF 08-2020**

Dear Ms. Gin:

Brentwood Hills Homeowners Association (BHHA) represents 450 homes on the west ridge of Mandeville Canyon in West Los Angeles, California. We are keenly interested in civic and municipal affairs that affect our community and, more generally, the quality of our collective lives as Angelenos.

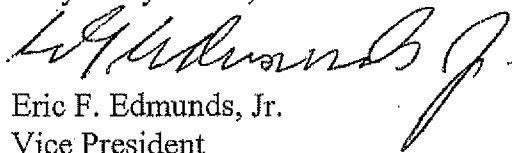
We write to **OPPOSE** the proliferation of digital billboards in our City, especially in District 11, which has born a disproportionate brunt of this aesthetic blight. In particular, we **OPPOSE** the legislation now being written on the floor of the City Council, with the collaboration of CBS and Clear Channel lobbyists, to circumvent or undermine the December 10, 2012 decision of the California Court of Appeal striking down the City's agreement with those companies to erect hundreds of lighted billboards.

I am aware that some voices on the City Council champion these digital billboards as a revenue-raising device, mostly in other people's districts, perhaps encouraged by campaign contributions from wealthy and powerful companies. That is no excuse for the visual blight, distracted driving and inevitable traffic accidents, potentially resulting in liability for the City. These "in your face" billboards are visible over great distances: from my office, a bright billboard at Sepulveda and Olympic Boulevards, almost 3 miles away, is clearly visible after dark. With a conventional billboard, one can look away; whereas these brightly lit and constantly-changing images are impossible to ignore.

Ms. Sharon Gin  
January 14, 2013  
Page 2

We urge the committee to uphold the Court of Appeal's ruling striking down the collusive contract for these billboards, to not create a new one, and to block the encroachment of this scourge in our city.

Very Truly Yours,



Eric F. Edmunds, Jr.  
Vice President

Brentwood Hills Homeowners Association

EFE:dsa

cc: Hon. Bill Rosendahl, CD-11



# Laurel Canyon Association

*A Community Organization Dedicated to Improving and Preserving  
the Quality of Life in Laurel Canyon*

January 14, 2013

SENT VIA EMAIL  
sara.gin@lacity.org

PLANNING & LAND USE MANAGEMENT COMMITTEE  
200 N. Spring Street  
Los Angeles, CA 90012

**RE: SIGN ORDINANCE**

To the Honorable Chair Ed Reyes and the PLUM Committee:

The Laurel Canyon Association, a neighborhood organization that serves nearly 2000 households, opposes any advertising in our city parks.

Such commercial ventures would be seriously impact the quality and purpose of our open space as a sanctuary from the media overload we are subjected to; would seriously affect the quality of the open space experience for our urban community.

It is our strong opinion that advertising in our city parks would seriously impact the quality of life for our children and future generations living in a dense city; looking for a respite from the omnipresent bombardment of commercial signage.

Post no Bills in the Hills & Post no Ads in the Parks, please.

Sincerely,



Cassandra Barrere, President

**Tel: 323-650-8866 FAX: 323-656-4323**  
**Email: [Barreres@aol.com](mailto:Barreres@aol.com)**  
**Website: [www.LaurelCanyon.org](http://www.LaurelCanyon.org)**

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