



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Ban Billboard Blight

1 message

Michael Espinosa <michael.espinosa@lacity.org>
To: Sharon Gin <sharon.gin@lacity.org>
Cc: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Dec 11, 2012 at 7:49 AM

for you

——— Forwarded message ———

From: **Monagan, Michael** <mmonagan@lausd.net>
Date: Mon, Dec 10, 2012 at 11:05 PM
Subject: Ban Billboard Blight
To: "michael.espinosa@lacity.org" <michael.espinosa@lacity.org>

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

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilmen,

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Michael Monagan



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Sign Ordinance

1 message

Michael Espinosa <michael.espinosa@lacity.org>
To: Sharon Gin <sharon.gin@lacity.org>
Cc: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Dec 11, 2012 at 7:50 AM

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

From: **DORIS DENT** <dorislouisedent@roadrunner.com>
Date: Mon, Dec 10, 2012 at 10:36 PM
Subject: Sign Ordinance
To: michael.espinosa@lacity.org

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

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilmembers.

I live in Studio City near the corner of Moorpark and Laurel Canyon. The four corners here are hideous beyond belief with huge, ugly billboards, not to mention the mobile signs related to the massage parlor, and tanning/nail salon., and our "evil" representatives Bob Blumenfield and Paul Krekorian.

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

I am opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but I believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Doris Dent

4431 Laurelgrove Ave.
Studio City, Ca. 91604



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Billboard Blight

2 messages

Michael Espinosa <michael.espinosa@lacity.org>

Tue, Dec 11, 2012 at 8:15 AM

To: Sharon Gin <sharon.gin@lacity.org>

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

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

From: **Valerie Brucker** <vbrucker@earthlink.net>

Date: Mon, Dec 10, 2012 at 5:42 PM

Subject: Billboard Blight

To: michael.espinosa@lacity.org

To: Planning and Land Use Management
Committee Councilmember Ed. P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Michell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

Gentlemen:

Please, Please do not delay your action on the new sign ordinance. Lets try to protect our city parks by allowing them to be free of billboard advertising, as well as having stiff penalties for those who put up illegal signs.

I am opposed to grandfathering sign districts and tier 2 sign districts. We really must be able to take a stand when it comes to protecting the residential needs of oLos Angelenos. Why can't I have dark, or at least semi-dark nights, without the billboards lighting up my bedroom. Why should LA residents be forced into buying blackout drapes etc just to be able to have a bit of darkness in our homes?

Why are the most desirable communities to live in free of billboards? Why not make the city an attractive and as stress-free a place to live as possible.?

Please get this ordinance on the books as soon as possible and protect us. This is why we vote for you.

Thank you,

Valerie Brucker
vbrucker@earthlink.net

Sharon Gin <sharon.gin@lacity.org>

Tue, Dec 11, 2012 at 12:29 PM

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

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

From: **Jason E. Squire** <jsquire@mac.com>

Date: Tue, Dec 11, 2012 at 12:27 PM

Subject: Billboard Blight

To: sharon.gin@lacity.org

Dear Ms. Gin,

Just a note to support efforts to reduce billboard blight in our community.

As a former vice-char of WLA Community Organization, I know how important this issue is to the people of WLA and Westwood.

Billboards have gotten out of hand and the city is acting as if advertising revenue trumps community objections. It shouldn't.

Thank you ~

Sincerely,

Jason E. Squire



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Council File 08-2020 (CF 11-1705) Citywide Sign Ordinance / PLUM 12-11-12 (Note attachment:: Summit Media ruling)

1 message

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

Tue, Dec 11, 2012 at 11:24 AM

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

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

Date: Tue, Dec 11, 2012 at 10:52 AM

Subject: Council File 08-2020 (CF 11-1705) Citywide Sign Ordinance / PLUM 12-11-12 (Note attachment:: Summit Media ruling)

To: Councilmember Ed Reyes <councilmember.reyes@lacity.org>, Councilmember Mitch Englander <councilmember.englander@lacity.org>, "Councilmember Jose Huizar" <councilmember.huizar@lacity.org>
Cc: "Sharon Gin (PLUM Leg Asst.)" <sharon.gin@lacity.org>, Paul Koretz - cd 5 <paul.koretz@lacity.org>, Christopher Koontz <chris.koontz@lacity.org>, Coalition to Ban Billboard Blight <info@banbillboardblight.org>, Mayor Villaraigosa <mayor@lacity.org>, "Alan Bell - Planning Dept." <alan.bell@lacity.org>

Dear Chairperson Reyes and PLUM Members Englander and Huizar,

In addition to our Association's letter of comment on the proposed sign ordinance, you will find attached to this email the Appeal Court's ruling in the Summit Media case that was issued yesterday. If I may be so bold, I would like to suggest that if you have not already seen the ruling, that you take a moment to review it. We believe that it sends a very clear message to the City and to the outdoor advertisers that should signal the message that times have changed in Los Angeles. The behind-the-scenes actions of the outdoor advertising industry to forge legislation favorable to them will no longer be tolerated.

I request that, in addition to our letter, the Summit Media decision be placed in the official City record of this Council File item.

With the adoption of the proposed ordinance and the consideration of manners in which it can be strengthened, we will indeed be moving forward. No efforts to weaken or compromise what has been recommended should be accepted.

We thank you for your consideration.

Barbara Broide
President
Westwood South of Santa Monica Blvd. Homeowners Association

ATTACHED: B220198 - Summit Media, LLC v. City of Los Angeles

2 attachments



B220198_opf.pdf

80K



WSSM PLUM letter 12-11-12.doc

45K

Filed 12/10/12

CERTIFIED FOR PUBLICATION

IN THE COURT OF APPEAL OF THE STATE OF CALIFORNIA

SECOND APPELLATE DISTRICT

DIVISION EIGHT

COURT OF APPEAL – SECOND DIST.

FILED

ELECTRONICALLY

Dec 10, 2012

JOSEPH A. LANE, Clerk

(Los Angeles County bfisher Deputy Clerk
Super. Ct. No. BS 116611)

SUMMIT MEDIA LLC,

Plaintiff and Appellant,

v.

CITY OF LOS ANGELES,

Defendant, Cross-defendant
and Respondent;

CBS OUTDOOR INC. et al.,

Real Parties in Interest,
Cross-complainants and
Appellants.

B220198

Date: 12/11/12

Submitted in PLUM Committee ✓

Council File No: 08-2020, 11-1705

Item No.: 7

Deputy: Comm from Public

APPEAL from a judgment of the Superior Court for the County of Los Angeles. Terry A. Green, Judge. Affirmed in part, reversed in part and remanded.

Perkins Coie, Timothy L. Alger; Quinn Emanuel Urquhart & Sullivan, Scott B. Kidman and Anthony P. Alden for Plaintiff and Appellant.

Andrews Lagasse Branch & Bell, Michael J. O'Connor, Jr., and Shauna L. Sinnott for The Westwood South of Santa Monica Blvd. Homeowners Association and The Westwood Homeowners Association as Amici Curiae on behalf of Plaintiff and Appellant.

Reed Smith, Margaret M. Grignon and James C. Martin for Real Party in Interest, Cross-complainant and Appellant Clear Channel Outdoor, Inc.

Kendall Brill & Klieger, Laura W. Brill, Joshua M. Rodin and Richard M. Simon for Real Parties in Interest, Cross-complainants and Appellants.

Carmen A. Trutanich, City Attorney, Tayo A. Popoola and Steven N. Blau, Deputy City Attorneys, for Defendant, Cross-defendant and Respondent.

Sabine & Morrison and Randal R. Morrison for The League of California Cities as Amicus Curiae.

SUMMARY

This is a dispute among several outdoor advertising companies and the City of Los Angeles over certain billboards with digital displays, and over the city's authority to settle with two of those companies on terms that permitted them to digitize many of their existing billboards, even though a municipal ordinance expressly prohibited "alterations or enlargements" of such signs. A third company filed this suit for a writ of mandate ordering the city to set aside the settlement agreement and withdraw all permits issued under it. The trial court found the settlement agreement was illegal and void, because it allowed the alteration of billboards in violation of municipal ordinances. But the trial court declined to revoke permits that had been issued pursuant to the agreement, concluding permit revocation was an administrative issue for determination on an individual basis.

We affirm the trial court's order finding the settlement agreement void, but conclude the court also must order revocation of all digital conversion permits granted under the illegal settlement agreement.

FACTS

In August 2008, Summit Media LLC (plaintiff) sought a writ of mandate ordering defendant City of Los Angeles to set aside a settlement agreement between the city, on the one hand, and CBS Outdoor Inc. and Clear Channel Outdoor, Inc. (real parties in interest), on the other. Plaintiff and real parties are companies engaged in the outdoor advertising business in the city. All of them own and maintain numerous

“off-site signs”—billboards in locations other than at a property owner’s business. Plaintiff contended the city’s entry into the settlement agreement with real parties (its competitors) was an invalid, illegal and ultra vires act, and that all permits and authorizations the city had issued pursuant to the settlement should be revoked.

The genesis of the contested settlement agreement, executed two years earlier, was litigation over city ordinances regulating off-site signs. In December 2000, the city council passed an ordinance imposing an interim prohibition on the issuance of permits for the construction or placement of new off-site signs. In April 2002, the city council amended the Los Angeles Municipal Code (LAMC or municipal code) to establish a permanent, general ban (with exceptions not relevant to this case) on new off-site signs throughout the city (the 2002 sign ban). The 2002 sign ban also applied to “alterations or enlargements of legally existing off-site signs.” (L.A. Ord. No. 174547.)

Also, in February and July 2002, the city council passed two ordinances amending the municipal code to establish an off-site sign periodic inspection fee and an inspection program. The first ordinance established an off-site sign inspection program and an annual fee to pay for it (the inspection program), and the second ordinance set the amount of the annual inspection fee (the sign fee ordinance). The main components of the inspection program were that all off-site signs on private property were subject to annual inspection; an annual inspection fee (later set by ordinance at \$314) was imposed on all off-site signs; upon payment of the fee and furnishing of the relevant building permit or equivalent documents, the city would issue an inspection certificate; and if the fee were not paid, or the city determined that a sign had not been lawfully erected, the sign would be removed. (LAMC, former §§ 91.6205.18.1-91.6205.18.9.)

Litigation over the inspection program and sign fee ordinance ensued, the complete history of which is unnecessary to recount here. On October 4, 2002, Vista Media Group, Inc. (hereafter Vista) (also in the outdoor advertising business) brought a reverse validation action (Code Civ. Proc., § 860 et seq.) in superior court. The

Vista action sought a judicial declaration that the sign fee ordinance was invalid, on the grounds that it violated free speech, takings and due process constitutional provisions and the fee exceeded the reasonable cost of achieving its purported goal. We find it helpful at this point to briefly summarize what is a validation, or “reverse validation” action. The validation statutes permit a local government entity to obtain a judicial decision that a municipal or other local agency has acted legally in making a decision affecting real or personal property. A so-called reverse validation action seeks the opposite, a declaration that the act or omission of a local government is invalid and illegal. A validation, or reverse validation, action may be brought only if authorized by another statutory provision.

Vista’s action was authorized under statutes that govern fees charged by local agencies for zoning variances, building permits and the like. (See Gov. Code, §§ 66014, subds. (a) & (c), 66022, subds. (a) & (b); Code Civ. Proc., § 860 et seq.) Real parties intervened in the Vista action and in December 2002 filed cross-complaints against the city, seeking to invalidate the sign fee ordinance and also seeking declaratory and injunctive relief preventing the city from enforcing the reporting requirements of the off-site sign inspection program.

Vista settled its lawsuit with the city in December 2004 and moved to have its settlement incorporated into a stipulated judgment. Real parties objected, contending the Vista settlement was “ultra vires and void,” because the city was contracting away its police power by creating a reduced inspection fee schedule and enforcement program applying only to Vista, and the new fee structure for Vista was established without public participation. The trial court (Judge Dau) eventually approved a revised stipulated judgment. (We do not address the city’s settlement with Vista any further.) Then, on September 30, 2006, the city and real parties entered into a settlement agreement in the Vista action.

The city and real parties agreed to file a stipulated judgment dismissing real parties’ claims. The stipulated judgment, expressly reciting the terms of the settlement agreement, was entered by Judge Dau on February 2, 2007. In April 2007, plaintiff

sued the city in federal court. The district court declined to exercise jurisdiction, and in August 2008 plaintiff filed this lawsuit.

This lawsuit was initially assigned to Judge Chalfant, who issued a number of rulings that real parties challenge in this appeal, as discussed below. After Judge Chalfant recused himself from this case, it was reassigned to Judge Green. We now quote Judge Chalfant's description of the facts of this case, later found by Judge Green to be an accurate recital.

"The Settlement Agreement grants [real parties] exemption from the City's [2002 sign ban], the Off-Site Sign Inspection Program, and numerous other zoning and building laws regulating off-site signs in the City.

"The Settlement Agreement exempts [real parties] from the application of numerous zoning and building laws, including many provisions of the [2002 sign ban].^[1] The Settlement Agreement allows [real parties] to maintain all of their pre-1986 off-site signs, whether or not lawfully erected, whether or not they have permits, whether or not they comply with their permits, and whether or not they violate present or prospective City building ordinances. . . .^[2]

"The Settlement Agreement also requires the City to issue new permits to allow [real parties] to 'modernize' up to 840 of their post-1986 off-site signs—one quarter of their total inventory. The City has agreed to issue these permits despite the [2002 sign

¹ As stated above, the 2002 sign ban applied to "alterations or enlargements of legally existing off-site signs." Under the settlement agreement, however, real parties were "entitled to add to, convert, or rebuild their currently existing Structures to include (i) digital technology that allows static advertising copy to be changed remotely by electronic communications rather than by changing the advertising copy on site with poster sheets, or vinyl ('digital posting' also known as 'programmable electronic messages'); (ii) tri-vision Structures (*i.e.*, Structures with moving three-sides slats); (iii) horizontal or vertical back-lit 30 sheets; or (iv) an additional face on a single-faced Structure (collectively, 'Modernizations')."

² See, for example, section 6.A.i. of the settlement agreement, providing in part that "the City agrees to recognize the legality of all of [real parties'] Pre-1986 Structures and to issue permits for such Structures."

ban] for new off-site signs, and its strictly enforced ban on these very types of modification. The City has also agreed to issue these permits without regard to whether or not those 840 signs were lawfully erected, whether or not those 840 signs ever had permits, whether or not those 840 signs comply or have ever complied with a permit, and whether or not those 840 signs violate present or prospective City building and zoning ordinances.

“Additionally, the Settlement Agreement permits [real parties] to add 200 new off-site signs to their existing sign structures, known as ‘back-up faces,’ despite the City’s general ban on all new off-site signs, including adding ‘back-up faces,’ by way of alteration or modification of an existing sign structure.

“The Settlement Agreement gives [real parties] a general exemption from the requirement to provide evidence that pre-1986 sign structures were lawfully erected, a direct violation of LAMC section 91.6205.18(3).^[3] Off-site signs erected by [real parties] between 1986 and 1998 will be allowed to exist even if no permit was ever obtained or the signs were illegally modified. The Settlement Agreement gives [real parties] the right to maintain sign structures that are out of compliance with the original building permit, even though such alterations render the signs illegal and subject to abatement under LAMC section 91.6205.18(9).^[4]

“The Settlement Agreement specifically identifies 10 separate City laws with which [real parties] need not comply in undertaking modernizations, including LAMC

³ LAMC former section 91.6205.18.3 (the inspection program) governed inspection certificates, and stated in part that a certificate affirming that the off-site sign periodic inspection fee had been paid would be issued “upon payment of proper fees, and furnishing of the building permit number, or a copy of the building permit, or a statement signed under penalty of perjury setting forth the circumstances by which the sign was acquired and/or installed and/or the date of issuance of the building permit”

⁴ LAMC former section 91.6205.18.9 (the inspection program) provided in part that if the city determined that an off-site sign was not lawfully erected “then the off-site sign shall have its sign face removed and replaced with blank panels.”

sections 12.21(A)(7)(I) (off-site sign ban), 12.21.1(A)(10) (height restrictions), 12.22(a)(23) (regulations in mini-shopping centers and commercial corners), 91.6205.18 (the Inspection Program), and LAMC § 91.6205.11(11) or any other ban on one or more categories of signage.⁵

“[Real parties] are also exempted from the usual procedures for obtaining permits. Section 5(D)(ii) [of the settlement agreement] prescribes that, in the event the City cannot process [real parties’] permit applications within 30 days, the City is prohibited from processing any other ‘building, demolition or relocation permits for any structure, including but not limited to signs’ until it has cleared [real parties’] applications. Thus, no matter what the circumstances or exigencies, the applications of every other Los Angeles resident and property owner must be put on hold until those of [real parties] are approved.”

As the trial court found, “[s]hortly after signing the Settlement Agreement, [real parties] began undertaking significant modifications of their existing signs, which are otherwise prohibited by the general ban on off-site signs. Clear Channel has already received City permits under the Settlement Agreement to convert over 40 off-site signs to digital displays. Because the cost to convert an existing static, wood and vinyl sign to an LED digital display exceeds 50 percent of the replacement cost of both the sign and sign support structure, such a conversion would not be a mere ‘alteration repair or

⁵ The settlement agreement states that, “[n]otwithstanding anything else in this Agreement or the Municipal Code, neither Clear Channel nor CBS will be denied a permit for any Modernization on any existing Structure, or restricted in the use of any Modernization, . . . based on the fact that any Structure to be modernized may otherwise fall within a prohibition or restriction in any of the following Ordinances, Code provisions, interpretations or memoranda” The settlement agreement then lists LAMC sections 12.21(A)7(I), 12.21.1(A)10, 12.22(A)23, (former) section 91.6205.11(11) “or any other ban on one or more categories of signage,” and (former) section 91.6205.18, as well as the 2002 sign ban.

rehabilitation' within LAMC section 91.6216.4,^[6] but would be either a violation of that section or a new sign subject to the general ban. [CBS Outdoor Inc.] has received numerous permits as well.”

In December 2008, the city enacted an ordinance expressly preventing the issuance of building permits for off-site signs with digital displays. (L.A. Ord. No. 180445.) The ordinance imposed “interim regulations on the issuance of building permits for Off-Site Signs, including Digital Displays, and new Supergraphic Signs.” The ordinance defined “digital display” and “supergraphic sign,” and prohibited both the issuance of building permits and the alteration or construction of all off-site signs (including digital displays and supergraphic signs) “pursuant to a building permit issued prior to the effective date of this ordinance.” (The ordinance included an exception if the building permit holder had already performed substantial work and incurred substantial liabilities in reliance on the permit.) The ordinance’s “whereas” clauses referred to the city’s settlements with real parties allowing them “to modernize a certain number of existing conventional signs to digital signs,” and stated that “no existing City regulations address where and how these conversions can take place” and that the conversions were “causing unanticipated negative impacts including negative impacts on residential neighborhoods” Prohibitions explicitly banning off-site signs with digital displays became a part of the municipal code effective August 14, 2009. (LAMC, § 14.4.4(B)11.)

After multiple hearings, the trial court (Judge Green) granted plaintiff’s motion for a writ of mandate, ordering the city to set aside and cease implementing the

⁶ LAMC section 91.6216.4 provides in part that alterations, repairs or rehabilitation of existing sign and/or sign support structures in excess of 10 percent of the replacement cost of both the sign and sign support structure may be made, provided the cost does not exceed 50 percent of the replacement cost, there is no increase in sign area or height and no change in location or orientation of the sign, and “[a]ll new construction shall be as required for a new sign of the same type.” (§ 91.6216.4.2.) Alterations, repairs or rehabilitation that exceed 50 percent of the replacement cost of both the sign and sign support structure “shall comply with all the requirements of this Code.” (§ 91.6216.4.3.)

settlement agreement. The court ruled on each of the contentions we discuss in this opinion, and we affirm all of the rulings which led the court to conclude the settlement agreement was void for all purposes. The court, however, rejected plaintiff's contention that all permits that had been issued pursuant to the settlement agreement should be revoked. The court concluded that the issue of permit revocation was an administrative issue, and with the settlement agreement voided, administrative hearings at the instance of citizens would no longer be a futile exercise.

Real parties appealed and plaintiff cross-appealed. We granted applications from The Westwood South of Santa Monica Blvd. Homeowners Association and The Westwood Homeowners Association, and from the League of California Cities, to file amicus curiae briefs.

DISCUSSION

1. Real Parties' Appeal

Real parties contend the judgment should be reversed on any or all of five bases. First, they say, the settlement was incorporated in a stipulated judgment in the Vista reverse validation action, and an attack on a judgment in an in rem validation action is barred by the validation statutes. (Code Civ. Proc., § 870.) Second, plaintiff cannot collaterally attack a judgment in a case where the superior court had fundamental jurisdiction over the underlying litigation. Third, plaintiff failed to exhaust administrative remedies. Fourth, the trial court erred in concluding the settlement agreement was an ultra vires act, and fifth, the trial court, on the record before it, had no authority to summarily grant writ relief voiding the entire settlement agreement.

None of these contentions has merit.

a. The validation statutes do not prevent plaintiff's lawsuit.

Real parties argue that the validation statutes (Code Civ. Proc., § 860 et seq.) bar plaintiff's lawsuit. Section 870, subdivision (a) governs the effect of a judgment in validation proceedings, stating that, if no appeal is taken from the judgment (or the judgment is affirmed), "[t]he judgment . . . shall, notwithstanding any other provision

of law . . . thereupon become and thereafter be forever binding and conclusive, as to all matters therein adjudicated or which at that time could have been adjudicated, against the agency and against all other persons, and the judgment shall permanently enjoin the institution by any person of any action or proceeding raising any issue as to which the judgment is binding and conclusive.” According to real parties, because the stipulated judgments in the Vista reverse validation proceedings—including terms incorporating the settlement agreement—were not appealed, the judgments are conclusive against the world “as to all matters therein adjudicated or which at that time could have been adjudicated” (*Ibid.*) Real parties are mistaken.

Validation proceedings are most commonly used “ ‘to secure a judicial determination that proceedings by a local government entity, such as the issuance of municipal bonds and the resolution or ordinance authorizing the bonds, are valid, legal, and binding.’ ” (*Friedland v. City of Long Beach* (1998) 62 Cal.App.4th 835, 842.) The validation statutes “should be construed so as to uphold their purpose, i.e., ‘the acting agency’s need to settle promptly all questions about the validity of its action.’ [Citation.]” (*Ibid.*) A validation action is “in the nature of a proceeding in rem” (Code Civ. Proc., § 860) and “operates against property, as distinct from an injunction that operates against persons.” (*Friedland*, at p. 843.) “[I]ts effect binds the agency and all other persons.” (*Ibid.*)

As already stated, a validation (or reverse validation) action must be authorized by another statutory provision. (Code Civ. Proc., § 860.) Here, Vista’s challenge to the sign fee ordinance was authorized by Government Code sections 66014 and 66022, which require an action challenging an ordinance authorizing a fee for building permits, use permits and the like to be brought under the validation statutes, within 120 days of passage of the ordinance.

The Vista action was a proper reverse validation action, challenging the validity of the sign fee ordinance, and a judgment validating or invalidating the fee would have barred any suit challenging that ordinance by anyone on any ground. But real parties’ stipulated judgment (and the stipulated judgments obtained earlier by Vista and later

by Regency Outdoor, Inc.) neither validated nor invalidated the sign fee ordinance, and the settlement agreement covered matters far beyond the scope of those subject to the validating statutes—matters that were not litigated and were not subject to or proper for litigation under the validation statutes. As Judge Chalfant pointed out, because the stipulated judgments do not validate or invalidate the sign fee, and do not purport to affect any third party, the judgments do not and cannot bar this suit (which does not even purport to challenge the sign fee ordinance).

Real parties' reliance on *Embarcadero Mun. Improvement Dist. v. County of Santa Barbara* (2001) 88 Cal.App.4th 781 (*Embarcadero*) and *Bernardi v. City Council* (1997) 54 Cal.App.4th 426 (*Bernardi*) is misplaced. In *Embarcadero*, the court found a municipal improvement district lacked standing to challenge a tax allocation among the county and various special districts, and also that the action was barred by the statute of limitations because the tax allocation was an intermediate step in an annexation that had been approved in a validation action and had become conclusive. In *Bernardi*, appellants city and redevelopment agency acknowledged that a 1977 stipulated judgment validating a redevelopment plan was binding and conclusive, but sought to modify provisions capping the tax dollars allocated to the project and restricting debt to finance the project, claiming those provisions did not concern the "validity" of the plan. The Court of Appeal concluded there was no jurisdiction in 1995 to modify the judgment, holding the fiscal cap and debt deadline provisions of the 1977 validating judgment were "integral parts thereof and therefore are as binding and conclusive as the validating provision therein." (*Bernardi, supra*, at p. 437, italics omitted.)

We think it is obvious that nothing in *Embarcadero* or *Bernardi* supports the proposition that the validation statutes bar plaintiff's challenge to the settlement agreement (or the stipulated judgment) in this case. The terms of the settlement are far afield from the sign fee ordinance that was the subject of the validation action. The settlement agreement allows real parties to modernize off-site signs by altering them with digital displays, in contravention of the 2002 sign ban that would otherwise

prevent such alterations; these and many other settlement provisions exempting real parties from municipal regulations have nothing at all to do with the validity of the sign fee ordinance.

Unlike the case in *Embarcadero*, the challenged settlement provisions are not an “intermediate step” without which the sign fee ordinance could not be validated. (See *Embarcadero*, *supra*, 88 Cal.App.4th at pp. 786, 790.) Unlike the case in *Bernardi*, none of the challenged settlement provisions concern the validity of the sign fee ordinance; none of the challenged provisions is “inextricably intertwined with the validating language” of the stipulated judgment, or “part and parcel of the validating judgment” (*Bernardi*, *supra*, 54 Cal.App.4th at p. 438)—indeed, there *is* no “validating language” in the stipulated judgment, and there *is* no “validating judgment.”

Plaintiff chose not to challenge the sign fee ordinance in the Vista action (and does not do so in this lawsuit). Plaintiff was not required to have done so in order to challenge the terms of a settlement (or stipulated judgment) that goes far beyond matters that were the legitimate subject of a validation action—a judgment that neither validates nor invalidates the sign fee ordinance and does not by its terms purport to bind third parties. In short, real parties’ effort to characterize the stipulated judgment in this case as inextricably intertwined with the sign fee ordinance and as similar to the one in *Bernardi* is entirely without merit. The validation statutes do not prevent this lawsuit.

b. Legal principles barring collateral attack on a judgment do not apply.

Next, real parties make an elaborate argument to the effect that, because Judge Dau had fundamental jurisdiction in the Vista action to enter the stipulated judgment, plaintiff may not “collaterally attack” the stipulated judgment. They point to cases stating the well-established proposition that a litigant “may not collaterally attack a final judgment for nonjurisdictional errors.” (E.g., *Estate of Buck* (1994) 29 Cal.App.4th 1846, 1854 [“ ‘ “If a judgment, no matter how erroneous, is within the

jurisdiction of the court, it can only be reviewed and corrected by one of the established methods of *direct* attack.” ’ ”].) That principle does not apply here.

First, plaintiff was not a litigant in the Vista action, and had no notice of the settlement agreement or its terms. Under those circumstances, there was no avenue by which plaintiff could have or should have used “ ‘ ‘one of the established methods of *direct* attack” ’ ’ ” on the judgment. (*Estate of Buck, supra*, 29 Cal.App.4th at p. 1854, citations omitted.) Second, plaintiff does not purport to challenge the judgment; its claim is that the city acted beyond its authority when it entered into a settlement agreement, of which plaintiff had no notice, exempting real parties from numerous provisions of the municipal code. Nonparties cannot be deprived of the right to challenge illegal municipal action simply because the parties to a settlement put those terms into a stipulated judgment. The legality of the settlement agreement was not adjudicated in the Vista action; in *Bernardi*’s language, the judgment incorporating the settlement terms “was the product of a *stipulation* among the parties in which the trial court acquiesced, rather than a judicial determination as to the [settlement agreement’s] validity” (*Bernardi, supra*, 54 Cal.App.4th at p. 437.) In short, the prohibition on collateral attacks on a judgment simply has no application to this lawsuit.

In a related argument, real parties contend that one superior court judge may not overrule another. (*Ford v. Superior Court* (1986) 188 Cal.App.3d 737, 741-742.) Real parties say Judge Dau “impliedly” concluded the settlement was not an ultra vires act by the city, “made his own binding determination as to the validity of the Settlement Agreement and entered judgment accordingly,” and Judge Green “supplant[ed] Judge Dau’s ultra vires ruling” Again, we disagree, both on the facts and the law. While Judge Dau addressed ultra vires arguments in connection with Vista’s stipulated settlement, and real parties assert their settlement was modeled on the Vista settlement, the fact remains that Judge Dau did *not* adjudicate the ultra vires issue in connection with real parties’ settlement—indeed, no one, so far as the record shows, objected to the settlement on that ground. And, as plaintiff points out, it

is difficult to conceive how plaintiff or anyone else could have objected to the settlement agreement without knowing about it.

And, in any event, we agree with Judge Green that it was beyond the trial court's power to enter a stipulated judgment adopting the terms of a settlement agreement that was ultra vires or otherwise exceeded the scope of the city's authority. (Cf. *Welsch v. Goswick* (1982) 130 Cal.App.3d 398, 412 (conc. opn. of Staniforth, Acting P.J.) ["In general, stipulated judgments fail if they enforce illegal agreements."].)

c. There is no merit to the claim plaintiff failed to exhaust administrative remedies.

The basis for plaintiff's standing to sue in this case was its status as a property owner injured by the settlement agreement. Plaintiff owned a sign on Pico Boulevard, near one of the signs real party Clear Channel was able to digitize, under the settlement agreement, without the public hearings otherwise required. Real parties contend there was an administrative remedy available to redress plaintiff's injury—that under the municipal code, plaintiff could have challenged the modernization permit the city issued for Clear Channel's Pico Boulevard sign. (The municipal code allows an administrative appeal to challenge "determinations of the Department of Building and Safety where it is alleged there is error or abuse of discretion in any order, interpretation, requirement, determination or action made by the Department") (LAMC, § 12.26(K).)

We need not linger over a discussion of the doctrine of exhaustion of administrative remedies. Plaintiff challenged the legality of the settlement agreement, not the issuance of the particular permit that gave plaintiff standing to challenge the settlement agreement. As the trial court observed, real parties cite no authority requiring a party to exhaust administrative remedies before challenging an illegal government contract, "or any administrative avenue by which [plaintiff] could have challenged the Settlement Agreement." In any event, it would have been futile for plaintiff to pursue an administrative remedy.

As the trial court observed, the city considered itself bound by the terms of the settlement agreement “to issue the permits to [real parties] for their digital billboards, including the one on Pico [Boulevard].” The settlement agreement – and the stipulated judgment – expressly state that the city “will not voluntarily assist” (or “shall not voluntarily assist”) any third party challenge to the settlement agreement, or to the judgment, “or to any application for permits or approvals under” the settlement or judgment, and that the city would not “take any position adverse to [real parties] in connection with such third-party challenge.” Under these circumstances, we agree with the trial court it would have been futile for plaintiff “to administratively challenge permits issued by the City under an agreement that the City voluntarily entered and which purports to bind the City to issue those very permits.”

Real parties point out that, since the settlement agreement, at least four administrative appeals have been filed by others seeking review of permits issued to or requested by real parties for the maintenance and modernization of old signs, and in two of the three appeals that went forward (Clear Channel withdrew its application in one case), the director’s delegate ruled in favor of the challenger. But as real parties themselves note, those adverse decisions related to regulations “not at issue in [plaintiff’s] petition.” Moreover, the three appeals that real parties point to were decided after Judge Green’s invalidation of the settlement agreement. As the trial court observed, “[w]ith the protections of the Settlement Agreement gone, the City’s administrative hearings would no longer be a futile exercise”

In sum, plaintiff correctly observes that the outcome of any administrative challenge was “contractually preordained.” That being so, we can think of no greater exercise in futility, and consequently the exhaustion doctrine, even if otherwise applicable, does not apply here.

d. The trial court did not err in finding the settlement agreement was an invalid, ultra vires act.

The trial court concluded that the settlement agreement allowed the city and real parties to circumvent the general ban in the municipal code on alterations to existing off-site signs. (See LAMC, former § 14.4.4(B)11, § 12.21(A)7(I).) And,

because land use regulations involve the exercise of police power, and “the government may not contract away its right to exercise the police power in the future” (*Avco Community Developers, Inc. v. South Coast Regional Com.* (1976) 17 Cal.3d 785, 800 (*Avco*)), the city’s agreement to do so was ultra vires. The trial court was correct.

The legal authorities are clear. *Avco* stated the applicable principle. In *Avco*, a new land use requirement (a permit from the coastal zone commission) was enacted before the developer had obtained a building permit for a project, but after the developer had performed pre-permit construction work. *Avco* held a developer had no vested right to complete a project before building permits were issued. (*Avco, supra*, 17 Cal.3d at pp. 788, 791, 793, 796.) In rejecting an estoppel argument (based on an agreement between the developer and the county permitting the development of the tract in accordance with planned community zoning, regulations and a tract map), *Avco* said that the government “may not contract away its right to exercise the police power in the future,” and “even upon the dubious assumption that the [agreement] constituted a promise by the government that zoning laws thereafter enacted would not be applicable to [the tract], the agreement would be invalid and unenforceable as contrary to public policy.” (*Id.* at p. 800.)

Perhaps the most pertinent of the authorities following *Avco* is *Trancas Property Owners Assn. v. City of Malibu* (2006) 138 Cal.App.4th 172 (*Trancas*), where the court found a settlement agreement between a city and a developer “inherently invalid because it includes commitments to take or refrain from regulatory actions regarding the zoning of *Trancas*’s development project, which may not lawfully be undertaken by contract.” (*Id.* at pp. 180-181.) In *Trancas*, the court identified two unacceptable provisions of the settlement: the city guaranteed that the proposed development “would not be blocked by future zoning,” and that the developer would not be required to comply with zoning density restrictions, existing or future. (*Id.* at p. 179.) The *Trancas* court said that the “promise to abjure legislative zoning action was unlawful,” citing *Avco*. (*Trancas*, at p. 181.) As for the exemption

from density requirements, the court said: “it rather plainly constitutes agreement that the development need not comply with density limitations different from the density set forth in the [developer’s] covenant.” (*Ibid.*) The court observed that the exemption “functionally resembles a variance,” a departure from standard zoning that requires administrative proceedings and public hearings, and “[c]ircumvention . . . by contract is impermissible.” (*Id.* at p. 182 [settlement agreement gave Trancas a “red carpet” around future density requirements].)

Nothing distinguishes *Trancas* from this case. At bottom, real parties rely on one proposition in their insistence that the settlement agreement was not a surrender of the police power. Real parties contend that, so long as the settlement “reserves the municipality’s right to enact new laws in the future and apply them to the settling party,” the city has not “surrender[ed] its *control over* its police power.” Real parties rely on several cases to illustrate this “critical distinction” between a city’s “permissible agreement to constrain its conduct and an impermissible, ultra vires agreement in which the municipality surrenders or abnegates control of its police power.” (Italics omitted.)

But real parties misread the import of these cases. None of them stands for the proposition that a city may agree to exempt settling parties from current municipal ordinances prohibiting certain conduct, so long as the city makes no explicit promise to refrain from enacting future legislation that would subject settling parties to those prohibitions. (See, e.g., *Morrison Homes Corp. v. City of Pleasanton* (1976) 58 Cal.App.3d 724, 734 [when city breached promise to provide sewer connections, large-scale home developer could enforce annexation agreements because annexed lands were to be developed in accordance with the city’s master plan and ordinances, and developer paid sewer connection fees as fixed by ordinance or agreement]; *Santa Margarita Area Residents Together v. San Luis Obispo County Bd. of Supervisors* (2000) 84 Cal.App.4th 221, 233 [upholding development agreement between county and developer that, among other things, froze zoning on the property for up to five years; the zoning freeze was not a surrender or abnegation of county’s land use

regulation function where county had authority to enter into contracts to carry out that function, the project had to be developed in accordance with the county's general plan, the county had to approve detailed building plans, the county retained discretionary authority in the future, and the zoning freeze was of limited duration and preserved future options].)

Without indulging in a discussion of all the cases on which real parties rely, none involves a settlement agreement that gives the settling parties an exemption from ordinances currently in effect. They all involve whether or not the municipality has agreed to refrain from legislating in the future. This is not such a case. This is a case where the settlement agreement purports to exempt the real parties from a host of currently existing ordinances and regulations.

Real parties then fall back on their claim that the 2002 sign ban (and, presumably, the list of other code provisions and ordinances from which the settlement agreement exempts real parties) did not in fact restrict the modernizations and re-permitting allowed under the settlement agreement. (In other words, the 2002 sign ban never did prohibit the alteration of signs by adding digital displays, so (one must assume) real parties, and others, were always at liberty to do so.)

We cannot agree. The 2002 sign ban expressly prohibited off-site signs, and stated: "This prohibition shall also apply to alterations or enlargements of legally existing off-site signs." We do not see how the language could be plainer, or how the prohibition could conceivably be construed to exclude from its scope an alteration consisting of converting an ordinary billboard to one with a digital display.

Real parties rely most heavily on the city's representation and warranty in the settlement agreement that "City zoning regulations do not restrict the other Modernizations or re-permitting allowed pursuant to this Agreement, and . . . no Modernization or re-permitting for an existing structure shall be denied based on zoning regulations." We are not persuaded by the syllogism that the city agreed to permit the sign alterations, the city said zoning restrictions do not apply, and therefore the alterations are legal. If the city's warranty were dispositive, there would be no

such thing as an illegal contract. It is for the courts to determine the meaning of statutes or ordinances at issue in a lawsuit, not the parties to the contract.

In sum, the cases are clear that an agreement to circumvent applicable zoning laws is invalid and unenforceable. That is precisely what happened here; the settlement agreement exempted real parties from prohibitions in the 2002 sign ban and other regulations. Real parties' fundamental premise—that an agreement by the city is not ultra vires, so long as it does not “contractually exempt a private property from all future legislative and regulatory control”—is simply wrong. An agreement is ultra vires when it contractually exempts settling parties from ordinances and regulations that apply to everyone else and would, except for the agreement, apply to the settling parties. The trial court's ruling was correct.

e. The trial court correctly granted writ relief and correctly voided the entire settlement agreement.

Real parties' final argument is that writ relief voiding the entire settlement was improper because the record does not support it—specifically, they say, the record does not support either a summary determination in plaintiff's favor or the invalidation of the entire settlement agreement. They are mistaken.

“Mandamus relief is . . . available to ‘correct those acts and decisions of administrative agencies which are in violation of law’ [Citation.]” (*Transdyn/Cresci J.V. v. City and County of San Francisco* (1999) 72 Cal.App.4th 746, 752.) Indeed, the court in *Trancas* ordered the trial court to grant a writ of mandate requiring the city to set aside a settlement agreement. (*Trancas, supra*, 138 Cal.App.4th at p. 188.)

Real parties assert there are factual issues that must be resolved before an ultra vires determination may be made. As will be evident from our previous discussion, we do not agree. Real parties point to evidence from their own company officials to the effect that the city “never claimed any conflict” between the settlement agreement and then-existing city ordinances; that no one intended to override city laws; that alteration of off-site signs to digital signs was not “clearly or expressly prohibited”; that the city could change its ordinances in the future (and did in 2008); and that the

record contains disputed questions of fact about plaintiff's right to challenge the settlement agreement (claims that plaintiff unreasonably delayed in bringing suit, should have participated in the reverse validation action, and has unclean hands because it "regularly failed to comply with City regulations . . .").

Most of these claims are restatements of contentions already rejected, and we need not discuss them further. As for the claims of unclean hands and laches, the trial court expressly addressed and rejected both defenses. The trial court found that the claim of unclean hands cannot be invoked "where, as here, the act sought to be enjoined is against public policy." (See *Jomicra, Inc. v. California Mobile Home Dealers Assn.* (1970) 12 Cal.App.3d 396, 402.) The trial court rejected the laches defense because of uncontradicted evidence plaintiff did not know of the settlement agreement until after the time for appeal had passed, and in any event plaintiff filed suit in federal court within three months after the stipulated judgment was entered. We see no basis to conclude the trial court erred in rejecting these defenses.

The claim that the trial court should not have invalidated the entire settlement agreement is also without merit. This claim, as we understand the argument, is that plaintiff was affected by only one "modernization"—the one on Pico Boulevard that gave plaintiff standing to challenge the settlement agreement—and so the trial court could not order the city "to set aside and cease implementing the Settlement Agreement with respect to *all* modernization permits and all *replacement* permits as well" Real parties say there was "no record to support that relief" and the claim for such relief "was not and is not ripe."

The trial court correctly concluded: "[T]he central purpose of the Settlement Agreement—the exemption of [real parties] from zoning laws in return for certain alleged benefits to the City—is illegal, so the contract as a whole cannot stand." In addition, the court looked to the severability provision, which states that if any provision were held invalid or unenforceable, the real parties would be entitled to a refund of all fees or other moneys paid to the city under the agreement (as the trial court put it, real parties "are restored to their original position")—so the court

concluded the parties intended the agreement to be an integrated whole. The court did not err. (*Armendariz v. Foundation Health Psychcare Services, Inc.* (2000) 24 Cal.4th 83, 124 [“If the central purpose of the contract is tainted with illegality, then the contract as a whole cannot be enforced.”].)

2. Plaintiff’s Appeal

Plaintiff contends the trial court erred in refusing to revoke all the digital conversion permits the city issued to real parties under the illegal settlement agreement. Plaintiff argues that because the settlement agreement was unlawful (conflicting with the 2002 sign ban), the permits issued pursuant to the settlement agreement, which could not have been issued if the city had enforced the 2002 sign ban against real parties, must, like the settlement agreement, be void. Plaintiff relies on *Horwitz v. City of Los Angeles* (2004) 124 Cal.App.4th 1344, 1356 (*Horwitz*) (“[j]ust as the City has no discretion to deny a building permit when an applicant has complied with all applicable ordinances, the City has no discretion to issue a permit in the absence of compliance”), and *Pettitt v. City of Fresno* (1973) 34 Cal.App.3d 813, 819 (*Pettitt*) (“the City cannot be estopped to deny the validity of a permit . . . issued or made in violation of the express provisions of a zoning ordinance”). We agree with plaintiff.

The trial court’s view was that, while the settlement agreement was “void for all purposes,” nevertheless the issue of permit revocation was an administrative issue, to be decided on a sign by sign basis. The trial court said:

“With the protections of the Settlement Agreement gone, the City’s administrative hearings would no longer be a futile exercise and the City must apply its codes equally to all. Citizen challenges to the billboards could be made on an individual basis, with the merits of each determined independently. The People’s elected representatives, and their appointees, are in the best position to make these determinations and to decide what standards are to be applied. This Court is also mindful that, in pursuing its course of action over the last few years, the [real parties]

relied on an agreement sanctioned by the Superior Court. Such reliance is reasonable, even if later this and other courts find that agreement invalid.”

Real parties say the trial court was correct (among other reasons) because there was no evidence in the record “as to whether [the Department] would have (or could have) issued any given permit even if the City had not entered into the Settlement Agreement,” and real parties should be given an opportunity to argue, in administrative proceedings for each sign, that the city should be equitably estopped from revoking their permits. Further, they say, this case “does not involve a situation where companies are seeking to keep permits that unambiguously were precluded by law at the time they were issued.”

But the trial court held, and we have held, that digital conversions were indeed unambiguously prohibited by the municipal code at the time of the settlement agreement. Moreover, the reasonableness of real parties’ reliance on the settlement agreement, to which the trial court referred, is not the relevant standard where land use ordinances are involved. Where land use is at issue, “there is no meaningful distinction between an estoppel claim and a vested right claim” (*Toigo v. Town of Ross* (1998) 70 Cal.App.4th 309, 321 (*Toigo*) [“estoppel can be invoked in the land use context in only ‘the most extraordinary case where the injustice is great and the precedent set by the estoppel is narrow’ ”].)

In this case, real parties say they reasonably relied to their detriment (1) on the city’s express representations in “a heavily-negotiated settlement that was disclosed to the public, approved by the City at the highest levels, and entered as a stipulated judgment by a judge of the Superior Court” and (2) on the modernization permits issued by the Department, as real parties invested in the modernization and entered into long-term contracts with advertisers. We do not think this reliance and detriment—by parties who vehemently argued that the city’s settlement with Vista was “*ultra vires* and void” because it circumvented requirements for public hearings and public notice when land use decisions are being made—suffice to meet the requirements stated in *Pettitt* and other cases. (*City of Long Beach v. Mansell* (1970) 3

Cal.3d 462, 496-497 [“an estoppel will not be applied against the government if to do so would effectively nullify ‘a strong rule of policy, adopted for the benefit of the public’ ”].)

In short, permits issued in contravention of municipal ordinances are invalid, and equitable estoppel is available against the government “in only ‘the most extraordinary case where the injustice is great and the precedent set by the estoppel is narrow.’ [Citation.]” (*Toigo, supra*, 70 Cal.App.4th at p. 321.) This is clearly not such a case. (See also *Feduniak v. California Coastal Com.* (2007) 148 Cal.App.4th 1346, 1372 [“in land use cases, ‘each case [of governmental estoppel] must be examined carefully and rigidly to be sure that a precedent is not established through which, by favoritism or otherwise, the public interest may be mulcted or public policy defeated” ’ ”].)

Real parties make several other arguments as to why their permits should remain in place pending administrative hearings on a sign-by-sign basis, but none of them has merit. They say plaintiff had no standing to challenge any of the other permits issued under the settlement agreement (other than the one on Pico Boulevard), so it cannot obtain their revocation as relief. The only authority it cites for this assertion is *Summers v. Earth Island Institute* (2009) 555 U.S. 488. Real parties do not explain how that case supports their point, and it does not; we decline to discuss this inapposite authority.

Next, real parties say the trial court was correct because a writ of mandate may not issue to compel an exercise of discretion, and plaintiff did not show that the city violated a “clear, present, ministerial duty” in issuing each permit; they say the decision “whether to revoke any given permit under which all work had been completed” is within the city’s discretion. No authority is cited except the municipal code, which gives the Department of Building and Safety the authority (not the duty) to revoke permits. (LAMC, § 91.6201.2.3, § 98.0601(a)1.) But, as we have seen, the city does not and did not have the discretion to issue permits that contravened existing municipal ordinances. (See *Horwitz, supra*, 124 Cal.App.4th at p. 1356 [“the City has

no discretion to issue a permit in the absence of compliance” with municipal ordinances].)

Real parties also claim that a judgment invalidating all digital conversion permits would be improper because the relief would be “grossly excessive in relation to the harm [plaintiff] claimed,” and a court should always strive for “ ‘the least disruptive remedy adequate to its legitimate task.’ [Citation.]” (*O’Connell v. Superior Court* (2006) 141 Cal.App.4th 1452, 1476, 1480.) We see nothing “grossly excessive” in the revocation of illegal permits issued under an illegal settlement agreement that contravenes municipal ordinances.

Finally, real parties say the trial court did not abuse its discretion in refusing to order permit revocation, because plaintiff told the trial court that it was not seeking invalidation of all the permits. This misconstrues plaintiff’s statements, which merely indicated its position throughout that it was challenging the settlement agreement, as opposed to challenging a particular permit. In sum, there was no legal basis for the trial court’s refusal to revoke digital conversion permits that were issued under an illegal settlement agreement and in violation of unambiguous municipal ordinances.

DISPOSITION

The order granting plaintiff’s motion for judgment on the peremptory writ of mandate is affirmed to the extent it requires the city to set aside and cease implementing the settlement agreement entered into with real parties dated September 30, 2006. The order is reversed to the extent it finds that the issue of permit revocation is an administrative issue to be decided on a case-by-case basis, and the cause is remanded to the trial court with directions to amend its order so that it invalidates all digital conversion permits issued by the city to real parties under the settlement agreement. Plaintiff shall recover its costs on appeal.

GRIMES, J.

We concur:

RUBIN, Acting P. J.

FLIER, J.

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

December 11, 2012

Councilmember Ed P. Reyes, Chair
Councilmembers Mitchell Englander and Jose Huizar, Members
Planning And Land Use Management Committee
Los Angeles City Hall
200 S. Spring Street
Los Angeles, CA 90012 Via Email: Sharon.gin@lacity.org

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Chairperson Reyes and Councilmembers Englander and Huizar,

The somewhat sudden return of the Citywide Sign Ordinance to the PLUM Committee today is a bit of a surprise after a year of dormancy and many hours of testimony taken earlier in the City Planning Commission and in your own PLUM Committee. While we would have preferred to see a more open process with time given to the neighborhood councils to weigh in before PLUM consideration, we do not want to lose any more time waiting for this ordinance to move forward. The delay to date has already served as a mechanism to allow for a number of very large and significant new sign districts that have no business being grandfathered into existence. We know that further delays will only open the door to new attempts to "gift" other commercial interests with special privileges that will circumvent the intent of the 2002 Sign Ordinance. Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and enact meaningful penalties for those who put up illegal signs. We want this ordinance to move forward if these measures remain intact in the ordinance. If, however, backroom changes have been negotiated that will weaken these provisions and others included in the staff report, we will not the ordinance or moving ahead with it.

In looking back to the 2002 Sign Ordinance, we believe that our shared mission is to significantly reduce billboard/sign blight in this City. In fact, no new signs were to be allowed under the ordinance. For this reason, we are opposed to grandfathering sign districts not already entitled at the time of the CPC hearings. We oppose the creation of tier 2 sign districts, because these will allow more off-site signage. A very strict takedown/reduction requirement of existing billboard signage is the only way to rationalize or allow the granting of new rights to outdoor advertisers. In one Florida municipality, the requirement for takedowns resulted in the removal of 63 traditional billboards in exchange for the placement of 8 new digital signs. The City of Los Angeles needs to think in these terms. What is the required ratio for removal of conventional signs, many of which bring in little revenue to the sign companies? Do not sell the City short on this. Sign districts being "grandfathered in" under the new sign ordinance should **NOT BE EXEMPTED** from takedown requirements.

The income from digital signs is many, many times the revenue from a conventional billboard and this is why, for example, the Florida takedown ratio was nearly 1 new sign to 8 removals. We must reduce and remove old signs that blight all neighborhoods. It costs the City nothing in financial terms to negotiate a strong ratio. (In fact the removal of old signs saves the City

the responsibility of future inspections of them.) The signs to be removed, incidentally, must be those legally permitted. Illegally placed or illegally improved signs cannot be among those traded in sign reductions. Those illegally placed signs are already marked for removal under other requirements. Please remember that a small number of highly valued billboards can bring in significantly higher revenues per sign than a large array of non exclusive signs. It is essential that any new sign districts carry with them a takedown requirement. If, in addition, a community betterment element is to be included, that is laudible. However, it should not and cannot be up to the property or sign owners to decide whether or not to implement takedowns. That must be a given.

We strongly support the Planning Dept. staff report's recommendations for penalties to be levied for violators of this ordinance. In the long run this may help the City save on legal expenses. The outdoor advertising industry has clearly demonstrated its willingness to break and bend rules. There must be a consequence for such actions. Further, since the industry has also demonstrated its use of litigation in its attempts to avoid compliance with City ordinances, it should be made clear to all that if and when the companies should challenge a City ordinance (or court ruling) and if they should **not** prevail in their challenge, then the penalties described will be levied going back to the time when the offense when first noted (prior to the commencement of legal proceedings). The fines must be non-negotiable.

We are so pleased that the Dept. heard the loud and clear message that your constituents and constituents from across the City voiced: We do not want to see off-site advertising in City parks and on other City-owned facilities. We found it particularly distasteful to consider signage in parks where our children play and where they should be allowed to do so without outside commercial influences vying for their attention. How ludicrous it would be to fight childhood obesity by urging exercise only to have junk food advertisements placed adjacent to the children's play areas.

Finally as a neighborhood that "hosts" many digital signs (and as the neighborhood that has successfully challenged the placement of 3 digital signs in our area before the zoning administrator and WLA Area Planning Commission) we applaud efforts to regulate the brightness of digital signs in a manner that recognizes that the light pollution emitted from these signs is very different from the lighting that is generated from a traditional billboard sign. It is essential that controls exist that take into account the manner in which light is projected out from the screens, that the light measured must be measured as it arrives at nearby properties (ie: second story windows) rather than at ground level property lines. Further, a method for reducing cumulative impacts of multiple digital multiple signs that might be located within a sign district (or from multiple sign districts) should be explored in order to reduce impacts on night sky pollution – something of great importance to those in the field of astronomy. We want patrons of our Griffith Park Observatory to be able to SEE the stars at night. We do not want them to completely disappear in a haze of urban light pollution. It is assumed that future sign placement will be done only where adjacent residential communities are not exposed to the direct negative sign impacts and thus limits of hourly operation will not be necessary. However, that should remain an option to the City. An additional option to be left to the City should be the ability to require that ALL signs be turned off in order to save energy during specified nighttime hours or for a total of a certain number of hours per week. Further, in cases of energy crises, does the City wish to have the ability to require that all signs be turned off (or operate on a reduced schedule) in favor of more essential community services?

We trust that this measure will move forward to Council and that our thoughts may be incorporated into any future discussions leading to strengthening of the legislation. Likewise we hope that the Council will hold firm against the tide of industry lobbyists that work City Hall. You have a very strong card to play in yesterday's Appeals Court ruling in **the Summit**

Media case (see attached). The City and the industry were sent a very direct and clear message: special favors will not be tolerated or accepted by the community or the courts. The courts will not tolerate side deals and secret agreements reached out of the public eye. The time when industry representatives crafted motions and ordinances that would be adopted as written is gone in our city. The citizens of Los Angeles have reclaimed their visual environment and the courts have affirmed our rights (along with the rights of Summit Media). It is now up to the Council to forge a new path and to proudly take this recent Appeals Court decision and stand tall before the outdoor advertisers and property owners that seek a weak or weakened ordinance or special favors via signage. Our new ordinance should remove any doubts of conflict or resolve.

Thank you for your consideration.

Sincerely,



Barbara Broide
President

Attachment: State Court of Appeal, Second Appellate District, Division Eight ruling in Summit Media v. City of Los Angeles, CBS Outdoor Inc, et al. B220198. Decision dated December 10, 2012

cc: Councilmember Paul Koretz, Deputy Chris Koontz, CD 5
Mayor Villaraigosa
Coalition to Ban Billboard Blight



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: We need new Sign Ordinance

1 message

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

Tue, Dec 11, 2012 at 11:25 AM

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

From: **Sarah Hays** <sirrah@sbcglobal.net>
Date: Tue, Dec 11, 2012 at 7:41 AM
Subject: We need new Sign Ordinance
To: sharon.gin@lacity.org, michael.espinosa@lacity.org
Cc: info@banbillboardblight.org

Please distribute this to the PLUM Committee members below. Thank you.

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilmembers,

Please do not allow billboard legislation to be coopted by the outdoor advertising companies. Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Sarah Hays

10509 Blythe Ave

Los Angeles CA 90064

310/558-3538

December 11, 2012

Re: Council File No. 08-2020 Citywide Sign Ordinance

Planning and Land Use Management Committee
Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Mitchell Englander

Honorable Councilmember Reyes and Committee Members:

Please do not delay action on the new sign ordinance in order to:

- Protect our city parks from advertising signs
- Eradicate billboard blight around sign districts
- Penalize those who erect illegal signs

I strongly urge you to oppose the grandfathering of sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards. I am convinced that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,
Maria Fisk



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: PLUM Committee hearing on Council File 08-2020 (Citywide Sign Ordinance)

1 message

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

Tue, Dec 11, 2012 at 11:26 AM

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

From: **John Given** <john@johngiven.com>
Date: Mon, Dec 10, 2012 at 11:26 PM
Subject: PLUM Committee hearing on Council File 08-2020 (Citywide Sign Ordinance)
To: Sharon Gin <sharon.gin@lacity.org>

Dear Ms. Gin:

I am unable to attend the Planning and Land Use Management Committee meeting scheduled for tomorrow afternoon (December 11), at which the PLUM Committee will consider Council File 08-2020 (the Citywide Sign Ordinance). I would like to provide these brief comments to the record in favor of PLUM taking positive action and passing the ordinance on to the full City Council in its present form. I would appreciate your forwarding this e-mail to the committee members prior to the meeting.

While I do have several misgivings with the ordinance as written, I believe that overall it represents a sensible and balanced approach to the policy questions on regulation of off-site signage in Los Angeles.

My primary objection is that the ordinance allows far too-lenient "grandfathering" of sign districts, some of which at this point are no more than a boundary map with no specific details. In addition, I am concerned with the new "Tier 2" sign districts, in other words, sign districts that are theoretically not visible from the public right-of-way. Because this is a new idea, I think it ought to be properly vetted at the City Planning Commission, rather than originating in Planning and bypassing the CPC altogether. And there is no reason that the "Tier 2" districts should be permitted to bypass takedown requirements.

Finally, there seems to be no principled basis for the very substantial increase in the recommendations for brightness levels called for in the ordinance. The brightness levels for night time illumination have increased 50%, from 300 to 450 candelas, and the brightness levels for daytime illumination have increased 60%, from 4500 to 7500 candelas. The justification for this increase is unclear, but the impacts due to light pollution and the huge increase in energy consumption are apparent, and obviously detrimental to the health and safety of Angelenos and any wildlife in the vicinity of far too-bright signage.

Despite the above and other concerns, the current version of the ordinance should be passed along to the full City Council for its consideration without additional delay.

Sincerely,

John Given
2551 La Condesa Drive
Los Angeles, CA 90049



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Signage in Los Angeles

1 message

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

Tue, Dec 11, 2012 at 11:26 AM

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

From: **Dave Wyman** <davewyman@imountainman.com>
Date: Mon, Dec 10, 2012 at 11:02 PM
Subject: Signage in Los Angeles
To: sharon.gin@lacity.org

Dear Ms. Gin,

Would you please distribute my comments, below, for tomorrow's PLUM meeting:

Thanks,

Dave Wyman

To: The Planning And Land Use Management Committee

Council member Ed P. Reyes, Chair
Council member Jose Huizar
Council member Mitchell Englander

Regarding: Council File 08-2020 City Wide Sign Ordinance

Dear Mr. Reyes, Hulzar and Englander,

I would like you to pass the proposed sign ordinance. As a citizen of this great city, I have no hesitation in telling you that the billboard blight is embarrassing. Bringing guests through the city from LAX, for example, along La Cieniga Blvd. from the 405 to Olympic Blvd., means passing a few score of massive billboards, many of them lit garishly. It's a scene duplicated all over Los Angeles.

Don't grandfather sign districts out of the ordinance, either. We need to get rid of what's ruining the quality of life for people who live and work in Los Angeles. We should all be able to see the buildings, the Santa Monica Mountains and the San Gabriel and San Bernardino Mountains beyond, and the sky, rather than have the beauty we have in this city blotted out by the immoral and illegal placement of giant signs.

I support, with my vote and my money, those representatives who best represent my interests as a resident of Los Angeles, and that means I'm for representatives who are helping rid the city of these signs. I also try my best to rally my fellow citizens to do the same.

Sincerely,



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Please pass this message on to committee members for the Dec 11th meeting

1 message

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

Tue, Dec 11, 2012 at 11:26 AM

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

From: **Judy Branfman** <branfman@ucla.edu>
Date: Mon, Dec 10, 2012 at 10:48 PM
Subject: Please pass this message on to committee members for the Dec 11th meeting
To: Sharon Gin <sharon.gin@lacity.org>
Cc: "info@banbillboardblight.org."@mail.ucla.edu

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Members of the Planning and Land Use Committee,

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

I am opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but I believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Judy Branfman

Judy Branfman
PO Box 5351
Santa Monica CA 90409

branfman@ucla.edu
c 310-392-2076



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Support for new sign ordinance

1 message

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

Tue, Dec 11, 2012 at 11:27 AM

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

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

Date: Mon, Dec 10, 2012 at 9:29 PM

Subject: Support for new sign ordinance

To: sharon.gin@lacity.org

Cc: info@banbillboardblight.com, paul.koretz@lacity.org, Comstock Hills <comstockhills@yahoo.com>

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

Re: Council File 08-2020 Citywide Sign Ordinance

Dear PLUM Committee Members:

It is time to stop delaying action on the new sign ordinance that our City so desperately needs. We urgently ask you to protect our city parks from advertising signs, get rid of our City's unmitigated billboard blight and have stiff penalties for those who put up illegal signs.

Our own community in Westwood's Comstock Hills neighborhood has billboards overshadowing our residences. It is just plain wrong. We believe that our city will be best protected if we get this ordinance on the books now and subsequently work to strengthen it even more.

Respectfully,

Jan Reichmann, President

Comstock Hills Homeowners Association



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Don't delay action on the new sign ordinance

1 message

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

Tue, Dec 11, 2012 at 11:28 AM

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

From: **Albert Gasser** <albertmail@sbcglobal.net>
 Date: Mon, Dec 10, 2012 at 8:54 PM
 Subject: Don't delay action on the new sign ordinance
 To: sharon.gin@lacity.org

Dear Sharon Gin,

Please forward my comments to the members of the December 11 meeting.

Thanks and all the best,

Albert Gasser

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

Re: Council File 08-2020 Citywide Sign Ordinance

Dear honorable Ed Reyes and members of the committee,

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Stop the corporate grip, visual pollution and proliferation of advertising in this city.

Sincerely,

Albert Gasser
2018 Rosilla Place
Los Angeles, CA 90046
h: (323) 656-2566



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: 08-2020 Citywide Sign Ordinance

1 message

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

Tue, Dec 11, 2012 at 11:28 AM

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

From: **Preben Klug** <prebenklug4@msn.com>
Date: Mon, Dec 10, 2012 at 8:53 PM
Subject: 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org, info@banbillboardblight.org

To: Planning and Land Use Management
Committee Concilmember Ed P. Reyes, Chair
Concilmember Jose Huizar
Concilmember Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilmembers,

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

I have lived at below address since 1976 and are disgusted with the illegal ongoing expanding of the signage blight, this need to be enforced now!

Sincerely,
Nazely D. Klug and Preben Klug

2042 Glendon Ave., Los Angeles Ca. 90025



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Please distribute to PLUM Committee at Dec. 11, 2012 mtg.

1 message

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

Tue, Dec 11, 2012 at 11:29 AM

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

From: **Brown Sandy** <sandy10778@yahoo.com>
 Date: Mon, Dec 10, 2012 at 8:32 PM
 Subject: Please distribute to PLUM Committee at Dec. 11, 2012 mtg.
 To: sharon.gin@lacity.org
 Cc: info@banbillboardblight.org

Council File 08-2020 Citywide Sign Ordinance

Councilmember Ed Reyes, Chair. PLUM
 Councilmember Jose Huizar
 Councilmember Mitchell Englander

Dear Chairman Reyes and Councilmembers Huizar and Englander,

I am writing to you on behalf of the Holmby-Westwood Property Owners Association, 1100 single family homes on the westside of Los Angeles.

I urge you to move the ordinance forward at today's meeting of the PLUM Committee. We learned first-hand about protecting our parks when Holmby Park was threatened by Yogi Bear signs only a few years ago. City parks **MUST** be protected from advertising signs. The association urges the Committee to remove billboard blight around sign districts and for those who erect illegal signs, impose stiff penalties.

We are strongly opposed to grandfathering sign districts and tier 2 sign districts because they will allow additional off-site signage with a reduction in existing billboards.

PLEASE - DO NOT DELAY. Pass this citywide ordinance now and work to strengthen it down the road. It has been hanging around for almost 3 years and it's time to get it approved. This ordinance is a **BIG** step forward in controlling visual pollution and the proliferation of outdoor advertising, a very common sight in West Los Angeles.

Thank you. Your support is greatly appreciated.

Sandy Brown
 President, Holmby-Westwood Property Owners Association



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: please distribute my comments to the members of PLUM for the Dec. 11 meeting on the sign ordinance, CF 08-2020

1 message

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

Tue, Dec 11, 2012 at 11:29 AM

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

From: **LINDA MARAIS** <lindamarais@mac.com>
Date: Mon, Dec 10, 2012 at 8:21 PM
Subject: please distribute my comments to the members of PLUM for the Dec. 11 meeting on the sign ordinance, CF 08-2020
To: sharon.gin@lacity.org
Cc: info@banbillboardblight.org

Dear Councilmembers Reyes, Huizar and Englander

I am asking you to finally act on the new sign ordinance. Some years ago I was enquiring about the progress of the ordinance, and an official told me that I shouldn't get my hopes up, that the ordinance was going to be delayed or scuttled. He said that he was going to have retired long before the sign ordinance became law. It turns out he was right, and we are still in limbo, and illegal billboards are still proliferating.

I am disappointed by the influence-peddling by the sign companies, and the degradation of our physical environment. Please don't sell us out by "grandfathering" sign districts. Please get 08-2020 enacted now. This foot-dragging can't go on. Public space is not an endless opportunity for someone or other to be screaming commercial messages at us. Enough already.

Linda Marais.



Etta Armstrong <etta.armstrong@lacity.org>

Fwd:

1 message

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

Tue, Dec 11, 2012 at 11:31 AM

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

From: **D Swimmer** <inkblot185@hotmail.com>
Date: Mon, Dec 10, 2012 at 5:46 PM
Subject:
To: sharon.gin@lacity.org
Cc: michael.espinosa@lacity.org

Please distribute this message Management Committee members for the Dec. 11 meeting:

To: Planning And Land Use Management Committee Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Mitchell Englander
Re: Council File 08-2020 Citywide Sign Ordinance
Dear Councilmembers

As soon as I go down the street I am rudely reminded of the onslaught of visual blight we have in our city. As a matter of fact, I can see a digital billboard from my own front window. One that the courts have decided should never have gone up.

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs. Illegal signs should be deterred and not tolerated any more than tagging or graffiti is tolerated.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Darren Swimmer
90064



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: City Wide Sign Ordinance to Be Debated Tomorrow

1 message

Sharon Gin <sharon.gin@lacity.org>

Tue, Dec 11, 2012 at 11:32 AM

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

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

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

Date: Mon, Dec 10, 2012 at 5:13 PM

Subject: City Wide Sign Ordinance to Be Debated Tomorrow

To: sharon.gin@lacity.org

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

To: Planning and Land Use Management Committee
Council member Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilmembers,

Please do not delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff enforceable penalties for those who put up illegal signs.

I am opposed to grandfathering sign districts and tear 2 sign districts, because these would allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

David Ambroz
davidambroz@gmail.com



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Dec. 11th Planning and Land Use Mgmt. Meeting

1 message

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

Tue, Dec 11, 2012 at 11:32 AM

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

From: **Jill Stapley** <jilltolle@yahoo.com>
Date: Mon, Dec 10, 2012 at 5:18 PM
Subject: Dec. 11th Planning and Land Use Mgmt. Meeting
To: "sharon.gin@lacity.org" <sharon.gin@lacity.org>
Cc: "info@banbillboardblight.org" <info@banbillboardblight.org>

Dear Ms. Gin:

I respectfully ask that my comments below be distributed to the members for the Dec. 11 meeting.

To: Planning And Land Use Management Committee Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Mitchell Englander
Re: Council File 08-2020 Citywide Sign Ordinance

Dear Mr. Reyes, Mr. Huizar and Mr. Englander:

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

I am opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage without a reduction in existing billboards, but I believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Jill Tolle



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Ms. Gin - please distribute my comments to the PLUM members for the December 11th meeting.

1 message

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

Tue, Dec 11, 2012 at 11:32 AM

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

From: **Robert Aronson** <r_aronson@ureach.com>
Date: Mon, Dec 10, 2012 at 5:16 PM
Subject: Ms. Gin - please distribute my comments to the PLUM members for the December 11th meeting.
To: sharon.gin@lacity.org

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

Dear PLUM Committee,

Please don't delay action on the new sign ordinance. Please enact the new sign ordinance NOW.

Please do the people's business and not the sign lobbyist's business. The sign companies have had carte blanche in L.A. for years, and they have erected literally hundreds of illegal signs. The Court of Appeal has ruled. It's time to sweep away the visual blight that is clutters our streetscape.

We need the new ordinance to stop advertising in our city parks.

We need the new ordinance to require offsetting takedown of existing signs or other significant neighborhood benefits when a new digital signs in sign districts are erected. An outrageous amendment is being offered to grandfather sign districts and tier 2 sign districts, without requiring offsetting takedown - please reject this!!

We need major penalties for illegal signs to force take-down and deter future illegal conduct.

The ordinance is not as strong as it should be, but the new ordinance is waaaay overdue. Let's enact it and then work to strengthen it.

Thank you for considering my opinion.

Sincerely,

Robert Aronson

1215 Appleton Way

Venice, CA



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: File 08-2020 Sign Ordinance

1 message

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

Tue, Dec 11, 2012 at 11:33 AM

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

From: **Patrick Frank** <plf@grabados.org>
Date: Mon, Dec 10, 2012 at 5:14 PM
Subject: File 08-2020 Sign Ordinance
To: sharon.gin@lacity.org

Dear Sharon

I sincerely hope that you folks don't delay action on the new sign ordinance. We need to limit billboard blight, not permit it. Billboard blight has gone too far already and this ordinance is totally needed.

The grandfathering provisions for sign districts are also very bad ideas because they will allow more off-site signage.

We need to get the Citywide Sign Ordinance into the book now! Further delay plays into the hands of the sign companies. To whom will the City Council listen: to voters or to media companies? PLEASE listen to us voters first.

Yours cordially
Patrick Frank
1622 Crescent Place
Venice 90291



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: PLUM hearing for Sign Ordinance. 12/11

1 message

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

Tue, Dec 11, 2012 at 11:34 AM

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

From: **pavementpictures@dslextreme.com** <pavementpictures@dslextreme.com>
Date: Mon, Dec 10, 2012 at 4:55 PM
Subject: PLUM hearing for Sign Ordinance. 12/11
To: Sharon.Gin@lacity.org
Cc: Susan <sswanla@aol.com>

Dear Committee Members

We appreciate that the previous wording permitting advertising signage in parks has been removed from the final draft of 08-2020. We request at the same time that the proposed inclusion of a Tier 2 Sign District does not in some way undo this exclusion of signage in parks.

We are concerned that this new and exempting wording may be a loophole that undermines the directive you gave against language allowing advertising in parks and we are asking you to examine its meaning and impact on parks before approving its addition to the ordinance.

Thank you,
Sincerely
Lucinda Phillips
Parks Representative for Hollywood United NC



Friends of Griffith Park
P.O. Box 27573
Los Angeles, CA 90027-0573
friendsofgriffithpark.org

December 10, 2012

Councilmember Ed Reyes, Chair
City of Los Angeles
Planning and Land Use Management Committee
200 N. Spring St
Los Angeles, CA 90012

Re: Council file 08-2020, 11-1705, Citywide Sign Ordinance

Councilmember Reyes,

At the Dec 5, 2011 at PLUM Committee hearing, your Committee directed planning staff to ensure that nothing in the final wording of ordinance 08-2020 could be interpreted to allow advertising in parks. Section O, per the current Report (12/04/2012) pertaining to "City Parks and Facilities" was to be excluded, making only a specific council motion approval the means by which such off-site signs could be allowed.

We are greatly surprised that the Planning Department is instead recommending that a new category, Tier 2 Sign District, be established per proposed amendment language of Section 13.11 code, and the pertinence of "no off-site signs within parks and city-owned facilities" be applicable to all but Tier 1 Sign Districts:

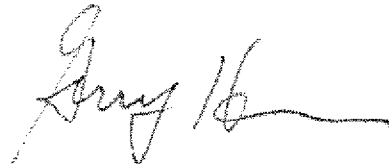
O. Off-Site Signs in City Parks and Facilities. Notwithstanding any other language to the contrary in this Code, ~~including to include Section 14.4.2-A and Section 44-4-24-D,~~ no off-site sign shall be allowed in any park or other facility owned by the City of Los Angeles unless such sign is allowed within a Tier 1 Sign District established pursuant to Section 13.11 of this Code.

We are concerned that this new and exempting wording may be a loophole that undermines the directive you gave against language allowing advertising in parks and are asking you to examine its meaning and impact on parks before approving its addition to the ordinance.

At the December 5, 2011 hearing, your Committee also recommended that Perry Motion (11-1705) remain in Committee, and that planning staff work with other "public space" departments to develop strict "policy procedure" for signs in public space. The question at hand was whether "sponsor signs," such as those for soccer and baseball leagues could be allowed within the framework of the off-site advertising code. The discussion relating to the creation of an acceptable policy was highly optimistic, with General Manager Jon Mukri rating community outreach and acceptance as a high priority.

We made it known then that we are eager to participate with Rec & Parks in the shaping of an appropriate policy. To our knowledge, this process has not yet begun, but we assure you again that we stand ready to engage with the Department on this question.

Sincerely,

A handwritten signature in black ink, appearing to read "Gerry Hans", with a long horizontal flourish extending to the right.

Gerry Hans
President
Friends of Griffith Park

Cc: Councilmember Tom LaBonge



children's bureau

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President & CEO
Alex Morales, L.C.S.W.

Accredited by:
Council on Accreditation
for Children and Family Services

December 10, 2012

Dear L.A. PLUM Committee:

On any given day, a friend of the Children's Bureau will let us know with excitement that they saw one of our billboards...on the streets of Los Angeles, or a bus shelter, in a shopping mall or while driving on a local freeway. For those who don't know us, it inspires them to visit our website to learn more. That's how Lori, a single career woman, found Children's Bureau and pursued her dream of becoming a parent through our adoptions program. Lori recently finalized the adoption of teenager Samantha.

Several Los Angeles outdoor companies, including Lamar, CBS, Clear Channel, VanWagner and Regency have generously sponsored Children's Bureau's outdoor advertising campaign for many years with millions of dollars worth of pro bono space. These outdoor ads allow us to promote Children's Bureau in a far-reaching manner to potential donors, supporters and friends. We could not achieve this on our own and deeply appreciate their partnership in furthering our mission.

With 92 percent of our families living at or below the poverty level, it is vital that Children's Bureau continue its innovative work to prevent and treat child abuse. We greatly appreciate and applaud the ongoing support of the outdoor companies in helping us to reach so many families in need and to work on strengthening vulnerable communities.

Sincerely,

Alex Morales
President & CEO
Children's Bureau
1910 Magnolia Avenue
Los Angeles, CA 90007



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: No More Billboards

3 message

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

Tue, Dec 11, 2012 at 12:34 PM

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

From: **Helen Melman** <hmelman@msn.com>
Date: Tue, Dec 11, 2012 at 12:31 PM
Subject: No More Billboards
To: sharon.gin@lacity.org
Cc: info@banbillboardblight.org

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

Re: Council File 08-2020 Citywide Sign Ordinance

Gentlemen:

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

I am opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but I believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Helen W. Melman, Esq.
815 Moraga Drive
Los Angeles, CA 90049
310-472-4421; FAX 310-472-7020



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Council File 08-2020 Citywide Sign Ordinance -- please provide those below with a copy of this email

1 message

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

Tue, Dec 11, 2012 at 12:39 PM

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

From: **Steven Meiers** <stevenameiers@hotmail.com>

Date: Tue, Dec 11, 2012 at 12:38 PM

Subject: Council File 08-2020 Citywide Sign Ordinance -- please provide those below with a copy of this email

To: sharon.gin@lacity.org

Cc: info@banbillboardblight.org

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember José Huizar

Councilmember Mitchell Englander

I am a 65+ year resident of Los Angeles. Billboards are a blight on our city, the blight has gotten worse over time, and it going to get worse and worse, to the detriment of Los Angelenos, unless something is done. I am therefore writing to ask that the new sign ordinance be enacted as soon as possible.

Take a moment to think of what it would be like if there were no billboards or building walls made into the equivalent. The views would be better, those driving would not be inundated with advertising they are powerless to avoid or even to tune out, and some drivers will of course be distracted, which will necessarily contribute to accidents, injuries and maybe fatalities. In all ways, our quality of life would be improved.

This is true around parks and, really, just about everywhere else. Commercialism at the expense of quality of life is not a good trade off, whether or not the government gets revenues from the signs. Advertisers can

send mailers or have commercials on television, radio or the Internet, where those of us who so desire can tune them out -- they do not have a right to, and do not have a need for, "in-your-face" billboards that cannot be avoided.

I am adamantly opposed to grandfathering of sign districts and tier 2 sign districts. On grandfathering, those who benefit commercially have no more right than anyone else -- they have had their economic benefit to the detriment of others and there is no reason to continue their doing so. Those who put up illegal signs are benefitting economically at the expense of the rest of us. There should be a disincentive for that -- stiff penalties.

Therefore, I ask that the new sign ordinance be passed as soon as possible, without adverse modification. Then, we can work to strengthen the ordinance.

Thank you for your consideration of this email.

Sincerely,

Steven Meiers



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Council File 08-2020 Citywide Sign Ordinance

19 messages

Michael Espinosa <michael.espinosa@lacity.org>
 To: Sharon Gin <sharon.gin@lacity.org>
 Cc: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Dec 11, 2012 at 7:53 AM

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

From: **Nancy Freedman** <gjf165@gmail.com>
 Date: Mon, Dec 10, 2012 at 7:51 PM
 Subject: Council File 08-2020 Citywide Sign Ordinance
 To: michael.espinosa@lacity.org
 Cc: info@banbillboardblight.com

To : Planning and Land Use Management Committee
 Councilmember Ed. P Reyes
 Councilmember Mitchell Englander
 Councilmember Jose Huizar

As a Los Angeles resident, I ask that you not delay action on the new sign ordinance. We need to protect our parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs. You have the opportunity to send this to be passed by City Council now to be passed. Once that is done, it can be strengthened in the future.

Thank you,

Nancy Freedman

Michael Espinosa <michael.espinosa@lacity.org>
 To: Sharon Gin <sharon.gin@lacity.org>
 Cc: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Dec 11, 2012 at 7:56 AM

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

From: **Jordan Goldman** <jordgold@gmail.com>
 Date: Mon, Dec 10, 2012 at 5:25 PM
 Subject: Council File 08-2020 Citywide Sign Ordinance
 To: michael.espinosa@lacity.org

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

Dear Councilmembers,

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Jordan Goldman

member, Coalition to Ban Billboard Blight

Michael Espinosa <michael.espinosa@lacity.org>
 To: Sharon Gin <sharon.gin@lacity.org>
 Cc: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Dec 11, 2012 at 7:57 AM

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

From: **Laura Silagi** <lrsilagi@gmail.com>
 Date: Mon, Dec 10, 2012 at 5:10 PM
 Subject: Re: Council File 08-2020 Citywide Sign Ordinance
 To: michael.espinosa@lacity.org

Planning and Land Use Management Committee
 Dear Councilmembers Ed Ryes, Jose Huizar, Mitchell Englander

I am writing regarding Council File 08-2020. Please do not delay action on the new sign ordinance. Our parks need to be free from advertising signs. We need to get rid of the billboard blight around signs districts and we need to have deterring penalties for those who put up illegal signs.

Grandfathering sign districts and a tier two sign district is not a solution. These will allow more off-site signage with a reduction in existing billboards but our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,
 Laura Silagi
 Venice resident

LRSILAGI@GMAIL.COM

Michael Espinosa <michael.espinosa@lacity.org>
 To: Sharon Gin <sharon.gin@lacity.org>
 Cc: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Dec 11, 2012 at 10:42 AM

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

From: **Melzer, Sara** <melzer@humnet.ucla.edu>
Date: Tue, Dec 11, 2012 at 10:40 AM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: "michael.espinosa@lacity.org" <michael.espinosa@lacity.org>
Cc: "info@banbillboardblight.org" <info@banbillboardblight.org>

To: Planning And Land Use Management Committee Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

Dear _____

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Sara E. Melzer

On Tue, Dec 11, 2012 at 10:40 AM, Melzer, Sara <melzer@humnet.ucla.edu> wrote:

To: Planning And Land Use Management Committee Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

Dear _____

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Sara E. Melzer

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

Tue, Dec 11, 2012 at 11:24 AM

[Quoted text hidden]

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

Tue, Dec 11, 2012 at 11:25 AM

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

From: **KEGARIES** <KEGARIES@earthlink.net>
Date: Tue, Dec 11, 2012 at 9:22 AM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org
Cc: info@banbillboardblight.org

Sharon,

Please distribute the comments below to the Councilmembers for today's meeting.
Thank you.

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

Re: Council File 08-2020 Citywide Sign Ordinance

Gentlemen:

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

David R. and Dana D. Kegaries

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

Tue, Dec 11, 2012 at 11:25 AM

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

From: Hal McMath <hmcmath@yahoo.com>
Date: Tue, Dec 11, 2012 at 9:12 AM
Subject: Re: Council File 08-2020 Citywide Sign Ordinance
To: "sharon.gin@lacity.org" <sharon.gin@lacity.org>

To:

Planning And Land Use Management Committee
Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Mitchell Englander

It is imperative that the city not delay in passing the new citywide signage ordinance. The city of Los Angeles is reknown worldwide for having some of the ugliest streetscapes in the developed world due in no small part to the bevy of unsightly signage that lines most of the city's commercial corridors. This reputation negatively impacts the city on many levels from tourism, to inward business investment to the undermining of residential property values, not to mention simple negative quality of life impacts for residents.

The outdoor advertising industry has received a free pass from City Hall for too long at the expense of LA residents who have been virtually powerless in the face of the outdoor advertising industry's well-funded lobbying efforts to rein in their quasi-illegal activities.

It's time for City Hall to stand up to these interests and emulate the success of neighboring cities such as Santa Monica, Beverly Hills, and Pasadena where more aggressive signage regulation has commensurately benefited those locales, economically as well as aesthetically, by creating and protecting more attractive cityscapes.

Sincerely,

James McMath
533 S. St. Andrews Place, #210
LA, CA 90020

(Sharon please have my comments distributed to committee members for today's meeting. Thank you.)

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

Tue, Dec 11, 2012 at 11:26 AM

08-2020

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

From: **Glendon Villas HOA** <glendonvillashoa@gmail.com>
Date: Mon, Dec 10, 2012 at 10:56 PM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org
Cc: paul.koretz@lacity.org, Glendon Villas HOA <glendonvillashoa@gmail.com>

Dear Sharon Gin,

Thank you for reading this email as it is important to the residents of the Glendon Villas Homeowners' Association. Please distribute this email and express our concerns to the members for the Dec. 11 meeting.

Thank you,

Glendon Villas HOA, President

AJ Popp

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

Dear PLUM Committee,

The condo owners and residents in our building can see 3 digital billboards and 4 brightly lit billboards from our windows and it had decreased our property value and has degraded our quality of living. We have had to install expensive window coverings to prevent the bright flashing lights from entering our bedrooms. Please don't delay action on the new sign ordinance. We need to get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We need these digital billboards removed and are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Glendon Villas Homeowners' Association

AJ Popp, President

Sharon Gin <sharon.gin@lacity.org>

Tue, Dec 11, 2012 at 11:26 AM

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

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

From: **Richard Parks** <richard@redeemercp.org>
Date: Mon, Dec 10, 2012 at 10:19 PM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org
Cc: info@banbillboardblight.org

Dear Councilmen Reyes, Huizar, and Englander,

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Richard Parks
2706 Brighton Ave.
Los Angeles, CA 90018

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

Tue, Dec 11, 2012 at 11:27 AM

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

From: **Christopher McKinnon** <chrispm@afewgoodideas.com>
Date: Mon, Dec 10, 2012 at 9:13 PM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org

Please distribute today to the following:

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

Re: Council File 08-2020 Citywide Sign Ordinance

Dear PLUM committee chair and members:

Please act on the new sign ordinance today. We don't want billboards or signs in City Parks, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Please make companies shut off and remove digital billboards immediately.

Sincerely,

Christopher McKinnon
11837 North Park Avenue
Los Angeles, CA 90066

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

Tue, Dec 11, 2012 at 11:27 AM

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

From: **Bel Air Skycrest** <belairskycrest@gmail.com>
Date: Mon, Dec 10, 2012 at 9:07 PM
Subject: Fwd: Council File 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org
Cc: The Honorable Bill Rosendahl <Councilman.Rosendahl@lacity.org>, Councilman Rosendahl <bill.rosendahl@lacity.org>

Dear Sharon,

Please distribute the attached letter on the Citywide Sign Ordinance to the PLUM Committee members for the Dec. 11th meeting.

Thank you.

Lois Becker
BASPOA Community Liaison

 **Sign ord-BASPOA 12-2012.pdf**
92K

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

Tue, Dec 11, 2012 at 11:29 AM

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

From: **Sheri A Saperstein** <sherisaperstein@gmail.com>
Date: Mon, Dec 10, 2012 at 8:08 PM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org
Cc: info@banbillboardblight.org

should be added, deleted, or otherwise changed)

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

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Members of the PLUM Committee,

The new sign needs to go into effect without delay without any grandfathered exceptions. Violators should be stiffly fined. Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign and off-site advertising, and have stiff penalties for those who put up illegal signs.

I'm really sick of our City being turned into one giant, ever-intrusive billboard.

Sincerely,

Sheri A Saperstein

500 So Barrington Ave. #6

Los Angeles, CA 90049

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

Tue, Dec 11, 2012 at 11:30 AM

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

From: **Evelyn Stern** <stem123@earthlink.net>
Date: Mon, Dec 10, 2012 at 7:48 PM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org

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

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Planning and Land Use Management Committee Members:

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Kindly distribute my comments to committee members for the December 11 meeting.

Sincerely,

Evelyn Stern, Los Angeles 90049
stern123@earthlink.net

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

Tue, Dec 11, 2012 at 11:30 AM

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

From: **Gailee33** <gailee33@aol.com>
Date: Mon, Dec 10, 2012 at 7:31 PM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org

December 10, 2012

To: Ms. Gin -- please distribute this email to the PLUM Committee. Thank you, Gail Rogers, Venice Beach resident

To: Councilmembers Reyes, Huizar and Englander
From: Gail Rogers, Venice Beach resident

Please do not delay action on the new sign ordinance. It's not perfect but it's a step in the right direction. Personally, I have been actively opposing CBS Outdoors and its signage for profit since 2009. I have been to several meetings before you and the entire City Council. The residents who attend these meetings are very clear and articulate in their reasoning, but, alas, the moneyed lobbyists have more power. Many times I have left the meetings very disillusioned.

Regarding my opposition to Clear Channel, here are a couple of issues. First, we have seen much inappropriate signage here in Venice like advertising the movie BAD TEACHER next to our local elementary school and second, Clear Channel was found to owe the city money!

Thanking you in advance,
Gail Rogers
33 Park Avenue
Venice

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

Tue, Dec 11, 2012 at 11:31 AM

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

From: **dan@dlbcorp.com** <dan@dlbcorp.com>
Date: Mon, Dec 10, 2012 at 6:38 PM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: "sharon.gin@lacity.org" <sharon.gin@lacity.org>
Cc: "info@banbillboardblight.org" <info@banbillboardblight.org>

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

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilmembers:

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Dan Bernstein

Daniel L. Bernstein CPA
DANIEL L BERNSTEIN ACCOUNTANCY CORPORATION

2928 Passmore Drive

Los Angeles, California 90068-1717
USA

Mailing Address:

11271 Ventura Blvd #521

Studio City, California 91604-3136

Work: (323) 876-9934

FAX: (323) 876-9496

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the sender immediately by reply e-mail and delete this message.

Thank you.

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

Tue, Dec 11, 2012 at 11:31 AM

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

From: **Jo Perry** <joaperry@gmail.com>
Date: Mon, Dec 10, 2012 at 6:29 PM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org
Cc: info@banthebillboards.org

=

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

Sharon Gin

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Ms. Gin,

Please move quickly on the new sign ordinance. Our City Parks are no place for advertising signage. Billboard blight is ruining our city and there must be legal penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Dr. Jo Perry
3730 Mound View Avenue
Studio City, CA 91604

—
Jo Perry

"The means by which we struggle must be consistent with the ends we seek." --*Congressman John Lewis*

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

Tue, Dec 11, 2012 at 11:33 AM

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

From: **Book, Jan** <jan@janbook.com>
Date: Mon, Dec 10, 2012 at 5:13 PM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org, michael.espinosa@lacity.org
Cc: Ban Billboard Blight <info@banbillboardblight.org>

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

Re: Council File 08-2020 Citywide Sign Ordinance

To Whom It May Concern:

I have been waiting since last August for the City of LA to act on this sign ordinance.... it is time to ACT now.

I live in the Venice/Marina del Rey area and from my home windows, I can count 6 digital signs and 6 non-digital signs which are as large as some homes in the area, and they are all bright with light from when I wake in the morning until I go to sleep at night. The advertising is relentless and constantly shouts at me throughout the day.

Do not let the sign companies and their lobbyists continue to water down and delay action.

We need to protect our city, parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

I am opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Jan Book
4333 Washington Blvd. #415
Marina del Rey, CA 90292
310/578-7508

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

Tue, Dec 11, 2012 at 11:33 AM

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

From: **Dan Silver** <dsilverta@me.com>
Date: Mon, Dec 10, 2012 at 5:02 PM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org

PLEASE DISTRIBUTE THIS WRITTEN TESTIMONY TO MEMBERS OF THE PLANNING AND LAND USE MANAGEMENT COMMITTEE FOR ITS DECEMBER 11, 2012 HEARING

+++++

To: Planning And Land Use Management Committee

The Hon. Ed P. Reyes, Chair, Councilmember Jose Huizar, Councilmember Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Chairman Reyes and Committee Members:

The Endangered Habitats League (EHL) is pleased to provide testimony on the Citywide Sign Ordinance. EHL is Southern California's only regional conservation group and an active participant in community development in the region.

Please don't delay action on the new sign ordinance. Immediate action is needed to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and implement stiff penalties for those who put up illegal signs. That said, we remain strongly opposed to grandfathering sign districts and tier 2 sign districts, because this will allow more off-site signage without a reduction in existing billboards. However, we believe that

our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Thank you for considering our views.

Yours truly,

Dan Silver, MD

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

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


Tue, Dec 11, 2012 at 12:45 PM

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

From: **Michael Metcalfe** <m.metcalfe@verizon.net>
Date: Tue, Dec 11, 2012 at 12:42 PM
Subject: Council File 08-2020 Citywide Sign Ordinance
To: sharon.gin@lacity.org
Cc: Steve Sann <stevesann2001@yahoo.com>, Barbara Broide <bbroide@hotmail.com>, info@banbillboardblight.org

Please distribute:

Thank you.

 **Metcalfe Sign Ord. Letter 11-11-12.doc**
75K

08-2020

Michael & Eloise Metcalfe
1421 Pandora Avenue
Los Angeles, CA 90024

December 11, 2012

Sharon Gin, sharon.gin@lacity.com
Planning and Land Use Management Committee (PLUM)
Councilmember Ed P. Reyes, Chair
 Councilmember Jose Huizar
 Councilmember Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

Dear PLUM Committee Members:

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Please do not delay action on the new sign ordinance.
Thank you for your careful consideration on this most important matter.

Sincerely,

Michael S. Metcalfe
Board Member, Westwood Community Council (WCC)
Chair, WCC Planning & Land Use Committee

cc: stevesann2001@yahoo.com
bbroide@hotmail.com
info@banbillboardblight.org



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Recommend Passage of Current Sign Ordinance

1 message

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

Tue, Dec 11, 2012 at 1:07 PM

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

From: **Derek Ryder** <derekryder.101@gmail.com>
Date: Tue, Dec 11, 2012 at 1:05 PM
Subject: Recommend Passage of Current Sign Ordinance
To: sharon.gin@lacity.org

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

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Council Member Garcetti,

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

We are opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Derek Ryder



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Pass sign ordinance NOW!

1 message

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

Wed, Dec 12, 2012 at 8:22 AM

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

From: **Naomi Thorpe** <nthorpe@thorpelink.com>
Date: Tue, Dec 11, 2012 at 5:32 PM
Subject: Pass sign ordinance NOW!
To: "sharon.gin@lacity.org" <sharon.gin@lacity.org>

To: Planning and Land Use Management Committee Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Mitchell Englander
Re: Council File 08-2020 Citywide Sign Ordinance

Dear Chair Councilmember Reyes,

Please share the following comments with all the members of the Planning and Land Use Management Committee:

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

I and many others citizens of Los Angeles are strongly opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards. We believe, however, that our city will be best protected if this sign ordinance is passed and placed on the books NOW. Then we can work to strengthen it.

Sincerely,
Dr. Naomi Thorpe



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: New Billboard Ordinance

1 message

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

Wed, Dec 12, 2012 at 8:22 AM

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

From: **Reagan McClymonds** <rmcclymonds@peoplepc.com>
Date: Tue, Dec 11, 2012 at 10:37 PM
Subject: New Billboard Ordinance
To: sharon.gin@lacity.org

Hello,

At the request of the Ban Billboard Blight organization, I wanted to voice my support for not delaying action on the new sign ordinance (Council File 08-2020 Citywide Sign Ordinance).

This city looks like a complete embarrassment as a result of the completely unchecked proliferation of digital and other offensive signage. The vast majority of this has occurred on this council's watch. LA Live, as just one example, is a complete disaster and anyone involved in that project should be banned from ever doing work in the planning/signage arena ever again. The digital signs are now all over the place on the Westside

The signage issue smacks of corruption, government incompetence, favoring special interests, and sacrificing the well being of average, tax paying citizens in the name of campaign contributions and other unseemly behavior.

Please see to it that all digital billboards and other offensive, illegal signage are removed. I also don't want to read or hear about the money they generate for the city or "public benefits". There is none and if there is, it's near worth the cost that digital and illegal/legal signage imposes.

Thanks for reading my comments,

Reagan McClymonds



~~Etta Armstrong <etta.armstrong@lacity.org>~~

Fwd: Billboards out of our parks

1 message

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

Tue, Dec 11, 2012 at 11:30 AM

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

From: **Delphine Trowbridge** <delphinet@sbcglobal.net>
Date: Mon, Dec 10, 2012 at 6:59 PM
Subject: Billboards out of our parks
To: Sharon.Gin@lacity.org

Dear PLUM: We don't want bill boards in parks. Our kids get enough commercialism on TV.

Sincerely,
Delphine Trowbridge
Chair Verdugo Hills Siera Club

**SUGGESTED CHANGES TO PROPOSED ORDINANCE REVISING THE CITYWIDE
SIGN REGULATIONS**

Page 51

Initiated or Applied for Sign Districts.

Any initially or applied for Sign District shall be subject to the Sign District regulations in this Code as of ~~August 9, 2011~~ December 6, 2011, rather than to the subsequently updated regulations. Notwithstanding the foregoing, in order to approve such a Sign District, the following shall apply: (1) findings (e) and (f) of Paragraph 4 of Subsection ~~B~~ C of Section 13.11 of this Code must be made; (2) to support those findings, the requirements of Subsection ~~C~~ F of Section 13.11 must be met; and (3) the applicant for the Sign District must pay an application fee calculated pursuant to this Code in effect on ~~August 9, 2011~~ December 6, 2011, that covers all of the staff time to review the proposed Sign district.

CEC Specific Plan should be included on the "Proposals on Previous 'Grandfathering' Lists That Have Since Been Adopted" and deleted from the pending category (Table C).



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Billboard Ban

1 message

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

Tue, Dec 11, 2012 at 11:25 AM

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

From: **Mary Mallory** <marymallory0@gmail.com>
Date: Tue, Dec 11, 2012 at 8:23 AM
Subject: Billboard Ban
To: sharon.gin@lacity.org

Please see that this bill is passed today, as the city does not need billboards or signs in parks. We need a ban on billboard blight cluttering up neighborhoods and destroying their look, feel, and value. We don't need any more digital billboards, and the ones that exist need to go as well, they cause accidents and give light pollution at night to those who live nearby. We don't need any more sign districts, we have enough billboards, advertising, etc. thank you. Please do not cave to the lobbyists, be like the judge yesterday who upheld the digital billboard ban stating that 100 digital billboards must be removed. Los Angeles does not need to see its views destroyed by ugly flashing signs and billboards.

Sincerely,

Mary Mallory
11161 1/4 Acama St.
Studio City, CA 91602
818/752-2950
marymal@earthlink.net

Re: Council file 082026 . I-1705 Citywide Sign Ordinance

Dear Councilmember Reyes,

As National Trail Coordinator for Equestrian Trails Inc., I am in Griffith Park almost daily. I am aware of this controversy, but am not that familiar with the details of this Ordinance. I cannot comment on the fine points involved.

However, I am against any commercialization by signage in L. A. City parks. Parks should be a neutral zone, a place and experience free of urban pressure to buy and consume products. It is one of the last places for another kind of peaceful learning in the natural world.

I understand also the Department of Recreation and Parks need to raise revenue to maintain the park system during financially difficult times. They would like to be able to count on billboards and signage as a revenue stream.

As an advocate for trails and open space, I would be happy to consult with you, and hopefully to reach an equitable solution to this problem.

Sincerely,

Lynn Brown



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: PLUM Committee Sign ordinance

1 message

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

Tue, Dec 11, 2012 at 11:29 AM

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

From: **akalynnbrown** <akalynnbrown@aol.com>
Date: Mon, Dec 10, 2012 at 8:07 PM
Subject: PLUM Committee Sign ordinance
To: Sharon.Gin@lacity.org

Lynn Brown

1547 N. Sierra Bonita Ave.

Los Angeles, CA. 90046

(323) 876-6858 Phone & Fax

December 10, 2012

Councilmember Ed Reyes, Chair

City of Los Angeles

Planning and Land Use Management Committee

200 N. Spring Street

Los Angeles, CA 90012



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Sign Ordinance at PLUM Committee

? message

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

Tue, Dec 11, 2012 at 11:28 AM

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

From: **Marian Dodge** <president@hillsidefederation.org>
Date: Mon, Dec 10, 2012 at 8:46 PM
Subject: Sign Ordinance at PLUM Committee
To: Sharon.Gin@lacity.org

Dear Sharon,

Would you please see that the attached letter from the Hillside Federation regarding the Sign Ordinance is distributed to the members of PLUM.

Thank you very much.

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

2 attachments

 **pastedGraphic.pdf**
29K

 **PLUM Sign Ordinance 121112.pdf**
131K



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Restrict Billboards

1 message

Michael Espinosa <michael.espinosa@lacity.org>
To: Sharon Gin <sharon.gin@lacity.org>
Cc: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Dec 11, 2012 at 7:50 AM

another

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

From: **Josh Stephens** <jrstephens@gmail.com>
Date: Mon, Dec 10, 2012 at 10:36 PM
Subject: Restrict Billboards
To: michael.espinosa@lacity.org, info@banbillboardblight.org

Greetings,

I support any and all legislative efforts to restrict billboards in Los Angeles, including the Citywide Sign Ordinance.

Thank you.

-Josh Stephens
Brentwood Community Council

08:2020



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Billboard blight

1 message

Michael Espinosa <michael.espinosa@lacity.org>
To: Sharon Gin <sharon.gin@lacity.org>
Cc: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Dec 11, 2012 at 7:51 AM

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

From: **j patterson** <jpatterson1222@yahoo.com>
Date: Mon, Dec 10, 2012 at 9:00 PM
Subject: Billboard blight
To: "michael.espinosa@lacity.org" <michael.espinosa@lacity.org>

Please distribute these comments to the members

Please don't delay action on the new sign ordinance. We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

I am opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but I believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,
Judy Patterson
323.377.0425



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Please pass this out to Ed P. Reyes, Councilmember Jose Huizar, and Councilmember Mitchell Englander

1 message

Michael Espinosa <michael.espinosa@lacity.org>

Tue, Dec 11, 2012 at 7:51 AM

To: Sharon Gin <sharon.gin@lacity.org>

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

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

From: **michael culhane** <michael_culhane@mac.com>

Date: Mon, Dec 10, 2012 at 8:35 PM

Subject: Please pass this out to Ed P. Reyes, Councilmember Jose Huizar, and Councilmember Mitchell Englander

To: michael.espinosa@lacity.org

Please pass this out to Ed P. Reyes, Council member Jose Huizar, and Council member Mitchell Englander

Please don't delay action on the new sign ordinance, it is long overdue.

Thank you,
Michael Culhane
51 year resident of L. A.



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Please, DO NOT allow these Billboard Sign Companies to Further Destroy our City! I've lived al my life and Santa Monica, West L.A. Looks Disgusting!

1 message

Michael Espinosa <michael.espinosa@lacity.org>
To: Sharon Gin <sharon.gin@lacity.org>
Cc: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Dec 11, 2012 at 7:57 AM

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

From: **James H. Hall** <jhall68@socal.rr.com>
Date: Mon, Dec 10, 2012 at 5:17 PM
Subject: Please, DO NOT allow these Billboard Sign Companies to Further Destroy our City! I've lived al my life and Santa Monica, West L.A. Looks Disgusting!
To: michael.espinosa@lacity.org

Written by: James Hall

To: Mr. Espinosa

Formerly of Santa Monica, CA 90401 (12th street) when the city was beautiful. NO Billboards. No Neon Lights. Today? UGLY! The 'Profiteers' have taken over. 20% of those Sign are ILLEGAL. How did that happen? Who 'allowed it?' How much was paid? This really is mafia style profiteering and must stop. PEOPLE LIVE HERE. CHILDREN LIVE HERE AND GROW UP here and it affects them physically and psychologically being 'attacked daily by Advertising'. Lights hitting them in the eye's has an adverse effect on their growth. Fact.

Please, we are begging you to stop this!

Now they 'Demand' to install signs in Parks? What the hell. Where will we FIND PEACE OF MIND IN THIS CITY?????

Stress is all around us. Work environments are unsafe and people are losing their jobs and then they drive home and get hit with all this ADVERTISING. It is causing accidents, road rage, stress at home and worse! Fact.

Thank you for trying to understand,

James Hall



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Billboard Blight

1 MESSAGE

Michael Espinosa <michael.espinosa@lacity.org>
To: Sharon Gin <sharon.gin@lacity.org>
Cc: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Dec 11, 2012 at 8:15 AM

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

From: **Valerie Brucker** <vbrucker@earthlink.net>
Date: Mon, Dec 10, 2012 at 5:42 PM
Subject: Billboard Blight
To: michael.espinosa@lacity.org

To: Planning and Land Use Management
Committee Councilmember Ed. P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Michell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

Gentlemen:

Please, Please do not delay your action on the new sign ordinance. Lets try to protect our city parks by allowing them to be free of billboard advertising, as well as having stiff penalties for those who put up illegal signs.

I am opposed to grandfathering sign districts and tier 2 sign districts. We really must be able to take a stand when it comes to protecting the residential needs of oLos Angelenos. Why can't I have dark, or at least semi-dark nights, without the billboards lighting up my bedroom. Why should LA residents be forced into buying blackout drapes etc just to be able to have a bit of darkness in our homes?

Why are the most desirable communities to live in free of billboards? Why not make the city an attractive and as stress-free a place to live as possible.?

Please get this ordinance on the books as soon as possible and protect us. This is why we vote for you.

Thank you,

Valerie Brucker
vbrucker@earthlink.net



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: electronic billboards

1 message

Michael Espinosa <michael.espinosa@lacity.org>
To: Sharon Gin <sharon.gin@lacity.org>
Cc: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Dec 11, 2012 at 8:44 AM

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

From: **SIBYL GARDNER** <sibylg@ca.rr.com>
Date: Tue, Dec 11, 2012 at 8:33 AM
Subject: electronic billboards
To: michael.espinosa@lacity.org

Please take action to remove the illegal and offensive electronic billboards.

Thank you,

Sibyl Gardner

Paramount Pictures

5555 Melrose Avenue
Hollywood, CA 90038-3197
323-956-5335
sharon_keyser@paramount.com

Sharon J. Keyser
Senior Vice President
Real Estate, Government & Community Relations

December 11, 2012

Planning and Land Use Management Committee
Los Angeles City Council
City Hall, Room 395
200 North Spring Street
Los Angeles, CA 90012

City Council File Nos. 08-2020; 11-0724; 11-1705; 12-1611

Re: Agenda Item No. 7: Proposed Ordinance Amending Citywide Sign Regulations

Dear Chairman Reyes and Councilmembers Huizar and Englander:

I am writing to request that, consistent with this Committee's direction at the December 5, 2011 hearing regarding the proposed Citywide sign ordinance, the proposed Paramount Pictures Specific Plan be included on the list of pending specific plans covered by the grandfathering provisions of the proposed ordinance amending the City's signage regulations.

On September 21, 2011, Paramount Pictures applied for, among other approvals, the Paramount Pictures Specific Plan, and on October 13, 2011, the City issued a Notice of Preparation for the Draft EIR for the Paramount Pictures Master Plan. The draft Paramount Pictures Specific Plan includes proposed signage regulations. Paramount Pictures Corporation has been working closely with the City for several years on the Paramount Pictures Master Plan, which provides for approximately \$700 million in long-term improvements to Paramount Studios that are critical to maintaining and enhancing film and television production in Hollywood.

Entertainment studios require unique and vibrant signage to encourage viewers and consumers of all forms of entertainment media, and signage regulations proposed as part of the Paramount Pictures Specific Plan will improve the identity of the Paramount Pictures Specific Plan area as a movie, television, and entertainment industry area, enhance the visual profile of the site, and contribute to the preservation of Hollywood as the international focus for the movie, television, and entertainment industry. The Department of City Planning's December 4, 2012, report to this Committee includes the revised text of the proposed ordinance revising the citywide sign regulations. Consistent with this Committee's action on December 5, 2011, the proposed ordinance includes grandfathering protections for pending sign districts and specific plans, including any "initiated or applied for specific plan" ... which was not approved before December 6, 2011 but was initiated or applied for before this date" and that includes regulations governing signage. (Proposed Ordinance, Sec. 13.) However, Attachment 3, Table B to the City Planning Department's December 4, 2012, report that lists pending specific plans does not include the proposed Paramount Pictures Specific Plan. We therefore respectfully request that



A VIACOM COMPANY

Table B be corrected to include the proposed Paramount Pictures Specific Plan, as the application for that Specific Plan was submitted on September 21, 2011, and is now pending.

Thank you for the opportunity to comment on the proposed ordinance.

Very truly yours,



Sharon Keyser
Senior Vice President, Real Estate, Community and
Government Relations

cc: Jon Foreman, Department of City Planning
Michael Bostrom, City Attorney's Office
George J. Muhlsten, Latham & Watkins LLP
James L. Arnone, Latham & Watkins LLP
Maria P. Hoye, Latham & Watkins LLP



Tuesday, December 11, 2012

Statement before Planning and Land Use Committee of Los Angeles City Council regarding sections 11.5.7, 12.05, 12.21, 12.22, 12.23, 13.11 and Article 4.4 of Chapter 1 of the Los Angeles Municipal Code to enact new criteria for the establishment of sign districts

The board of Los Angeles Downtown Arts District Space, a 501(c)(3) arts non-profit that is building a center for the arts in the Arts District, has unanimously voted to encourage City Council to craft a provision that is flexible, friendly to business and that preserves the access to billboards that the billboard industry has granted to non-profits. Our group is one of the many that has benefited from space and time donated by the industry to promote arts organizations and activities. Recently, billboard companies made more than 100 billboards throughout the city available for the display of art. Projects like this enrich our common experience of public space and offer all of us small moments of grace as we pursue our day-to-day activities. That is truly effective public service.

We also encourage you to adopt standards that are unambiguous, straightforward and grounded in common sense. The terms "blight" and "aesthetics," for example, as used by LA city planners, are vague and arguable and only fuel conflict between competing interpretations.

And we encourage you to work with the billboard industry to develop strategies for putting digital billboards in public spaces -- not just because the city desperately needs to be more business friendly -- but because billboards are iconic elements in the urban landscape that define the cultural and commercial character of Los Angeles.

Los Angeles is emerging as the media capital of the world. Billboards are the public arena where art and commerce meet. Think of Times Square in New York City or the Ginza in Tokyo. If Los Angeles truly aspires to be a cultural capital of the world in the 21st Century, then it should embrace this emerging medium.

Thank you for your consideration.

Los Angeles Downtown Arts District Space is a 501(c)(3) arts non-profit dedicated to the creation of an Arts District center for the arts, ladadspace.com, Tim Keating, President, Tim@ladadspace.com, Jonathan Jerald, Secretary, Jonathan@ladadspace.com, 900 E. First St., #313, Los Angeles, CA