

**From:** Emerson Garden <emersongarden@hotmail.com>  
**To:** <lauraine.braithwaite@lacity.org>, <councilmember.parks@lacity.org>, <mo...>  
**Date:** 04/03/2010 10:44 AM  
**Subject:** SIGN ENFORCEMENT PLEASE READ

As our representatives, please take sign enforcement VERY seriously. This is an issue which has a tremendous deleterious effect upon the people who live, work, and drive around them.

--Signage enforcement is very important--

There should be rewards for those who follow the law and punishment those who flaunt the law (thus leveling the playing field which creates a good business climate). Maintains City's credibility before the courts.

--Using the proceeds from a signage lawsuit to hire/retain inspectors and put people back to work doing investigation and enforcement is a productive

budget move that is good for the economy by keeping those individuals employed. It assures that the City retains skilled staff that might otherwise be lost.

--Enforcement action is good for the budget by bringing fines and penalties to the city from billboard violators

--Enforcement is good for quality of life in the city by controlling visual blight. WE DO NOT WANT OUR NEIGHBORHOODS TO LOOK LIKE TIMES SQUARE.

--Enforcement is an important public safety activity of the City whose charge is to protect citizens, tenants, firefighters, pedestrians, etc.

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[http://www.windowlive.com/campaign/thenewbusy?ocid=PID28326::T:WLMTAGL:ON:WL:en-US:WM\\_HMP:042010\\_1](http://www.windowlive.com/campaign/thenewbusy?ocid=PID28326::T:WLMTAGL:ON:WL:en-US:WM_HMP:042010_1)

**From:** Michael Metcalfe <m.metcalfe@verizon.net>  
**To:** <LAURINE.BRAITHWAITE@LACITY.ORG>  
**Date:** 04/03/2010 10:59 AM  
**Subject:** CF 10-0529

--Signage enforcement is very important-- Rewards those who follow the law and punishes those who flaunt the law (thus leveling the playing field which creates a good business climate). Maintains City's credibility before the courts.

--Using the proceeds from a signage lawsuit to hire/retain inspectors and put people back to work doing investigation and enforcement is a productive budget move that is good for the economy by keeping those individuals employed. It assures that the City retains skilled staff that might otherwise be lost.

--Enforcement action is good for the budget by bringing fines and penalties to the city from billboard violators

--Enforcement is good for quality of life in the city by controlling visual blight

--Enforcement is an important public safety activity of the City whose charge is to protect citizens, tenants, firefighters, pedestrians, etc.

**From:** David Hersch <david.hersch@lacity.org>  
**To:** <Lauraine.Braithwaite@lacity.org>  
**Date:** 04/03/2010 12:03 PM  
**Subject:** Fw: CF 10-0529--Billboard enforcement

CF 10-0529--Billboard enforcement

Hi Lauraine, the sender of this email spelled your name wrong so I'm forwarding it to you. We've received several letters in support of this motion and we'd like them added to the CF if possible.

Thanks and have a great weekend!

DH

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\*From\*: Joyce Fienberg  
\*To\*: Lauraine.Raithwaite@lacity.org ; Councilmember.Parks@lacity.org ;  
Councilmember.smith@lacity.org ; Councilmember.Huizar@lacity.org ;  
paul.koretz@lacity.org ; Councilman.Rosendahl@lacity.org  
\*Cc\*: Nicole.Bernson@lacity.org ; ana.cubas@lacity.org ;  
david.hersch@lacity.org ; mike.bonin@lacity.org  
\*Sent\*: Sat Apr 03 11:58:05 2010  
\*Subject\*: CF 10-0529--Billboard enforcement  
Please support the bill coming before you at 1pm Monday, 4/5 that provides  
for funding a staff to support the effort to investigate and eliminate the  
unsightly huge supergraphics and billboards that are out of control in our  
city.

Joyce and Mal Fienberg  
2120 Dean Circle  
Los Angeles, CA 90049  
In Councilman Rosedahl's District 11

**From:** la brea <labreacoalition@gmail.com>  
**To:**  
**Date:** 04/03/2010 2:53 PM  
**Subject:** SUPPORT MOTION CF 10-0529 for B/FC 5 April 2010 (#9)

The La Brea Willoughby Coalition (LWC) applauds the Koretz-Zine motion (seconded by Hahn) to transfer funds to support continued billboard and supergraphic sign enforcement efforts of the City Attorney's office.

Please further this motion's actions by transfer of funds which do not affect the City budget and will more effectively perform City services.

We strongly assert the urgent need for an investigative staff available to support the City Attorney office's ongoing prosecution and civil enforcement against illegal supergraphics and billboards.

Significant points of this "win-win" motion are:

- Signage enforcement is very important. It rewards those who follow the law and punishes those who flaunt the law (thus leveling the playing field which creates a good business climate). It maintains City's credibility before the courts.
- Proceeds used from a signage lawsuit to hire/retain inspectors and get people back to work to conduct investigation and enforcement is a productive budget move. It assures the City retains skilled staff who might otherwise be lost. It is good for the economy by keeping those individuals employed.
- Enforcement action is good for the budget by bringing fines and penalties to the city from billboard violators.
- Enforcement is good for quality of life in the city by controlling visual blight.
- Enforcement is an important public safety activity of the City whose charge is to protect citizens, tenants, firefighters, pedestrians, and such.

Lucille Saunders,

La Brea Willoughby Coalition

**From:** Melinda Cotton <mbcotton@hotmail.com>  
**To:** <lauraine.braithwaite@lacity.org>, <councilmember.parks@lacity.org>, <mo...>  
**Date:** 04/03/2010 2:54 PM  
**Subject:** SUPPORT FUNDS TRANSFER TO THE CITY ATTORNEY TO FIGHT BILLBOARDBLIGHT

For the sake of the City of Los Angeles and its long-suffering residents, please support Council Paul Koretz motion to transfer \$600,000 in available funds to support the investigative staffing needs of the City Attorney's Office to halt and prevent Billboard Blight.

Your Yes Vote on this issue is very important, and will help make Los Angeles a better place to live for its residents and to visit for its tourists, convention goers, etc.

Thank you for your attention to this matter.

Sincerely, Melinda Cotton

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The New Busy think 9 to 5 is a cute idea. Combine multiple calendars with Hotmail.  
[http://www.windowslive.com/campaign/thenewbusy?file=multicalendar&ocid=PID28326::T:WLMTAGL:ON:WL:en-US:WM\\_HMP:042010\\_5](http://www.windowslive.com/campaign/thenewbusy?file=multicalendar&ocid=PID28326::T:WLMTAGL:ON:WL:en-US:WM_HMP:042010_5)

**From:** Laura Silagi <lrsilagi@gmail.com>  
**To:** <Lauraine.Braithwaite@lacity.org>  
**Date:** 04/03/2010 3:00 PM  
**Subject:** Council File#10-0529

Dear Lauraine Braithwaite,

I support Councilman Koretz's motion regarding billboards. .  
I want to stress to all committee members that I want our sign laws  
vigorously enforced.  
Thank you for your hard work.

Best,  
Laura Silagi

--  
LRSILAGI@GMAIL.COM

**From:** Barbara Broide <bbroide@hotmail.com>  
**To:** <councilmember.parks@lacity.org>, Councilmember Greig Smith <councilmemb...  
**CC:** <monique.earl@lacity.org>, <nicole.bernson@lacity.org>, <ana.cubas@lacity...  
**Date:** 04/03/2010 8:15 AM

Dear Honorable Councilmembers,

I write to express my support for C.F. 10-0529 which will come before the Budget and Finance Committee on Monday afternoon, April 5. This motion, to transfer funds to support the continued billboard and supergraphic sign enforcement efforts of the City Attorney's office, is an important measure that is a "win-win" for the City permitting it to meet many of its responsibilities without bringing expense to the City's beleaguered bottom line.

The Koretz-Zine motion seeks to allocate funds derived from a billboard settlement (pertaining to a Westwood Village Skytag sign) to hire or retain city staff to enforce existing code. At this time, we risk the loss of city employees and expertise that is needed to continue the business of the city in an efficient manner. Passage of this motion will ensure that the city has staff to enforce city law, to level the playing field amongst all outdoor advertisers, and to continue to demonstrate to the courts that our city is serious about regulating outdoor advertisements (thus avoiding future litigation and related costs). Further, enforcement against violators will generate funds through penalties assessed against lawbreakers. Equally important is the fact that enforcement will guard our city against an onslaught of illegal signage and blight. And, finally, the ability of the city to respond to illegal signs that pose a threat to the public's health and safety is a duty that the city must maintain. Who will protect the firefighters, tenants, pedestrians, etc. from the dangers of supergraphic signs hung with little disregard for the dangers they can pose?

It is critical that the City Attorney office have investigative staff to support their on-going prosecution and civil enforcement against illegal supergraphics and billboards. I regret that with time so short we are unable to present you with letters from our homeowner association and neighborhood council boards. We will take action on this motion as soon as we possibly can do so. In the meanwhile, I trust that your committee will support this measure.

Thank you for your consideration.

Sincerely,

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

**From:** "Francis X. Gentile" <spylab@netzero.com>  
**To:** <Lauraine.Braithwaite@lacity.org>, <Parks@lacity.org>, <Monique.Earl@lac...>  
**Date:** 04/03/2010 3:10 PM  
**Subject:** Council File#10-0529

I encourage the city to enforce the sign laws.

Employment in TV commercial production and Newspapers will increase as advertising dollars goes back to those areas.

Location Filming will be more viable since the billboards cannot visually or legally be used in Location Filming.

Quality Building architecture will be reaffirmed as the desirable form of advertisement that it once was.

Thanks

Francis X. Gentile



**From:** "Marilyn Tusher" <mltusher@att.net>  
**To:** <LAURINE.BRAITHWAITE@LACITY.ORG>, "parks" <councilmember.parks@lacity.o...>  
**CC:** <monique.earl@lacity.org>, <nicole.bernson@lacity.org>, <ana.cubas@lacity.org>  
**Date:** 04/03/2010 3:15 PM  
**Subject:** Council File 10-0529

Dear Councilmembers and Staff,

I heartily and strongly support the proposed motion made by Councilman Koretz regarding the transferring of funds to support the most important enforcement and prosecution against illegal supergraphics and billboards.

As a single family home owner we cannot continue to be assailed by these most inappropriate forms of signage in this city. Our quality of life is at stake, and by passing this motion, it will definitely assist in controlling visual blight.

Signage enforcement is most crucial in showing that our laws are meant to be obeyed by all, and these funds will help to keep the needed inspectors and enforcers doing what is required to maintain our city's credibility.

Thank you for your consideration of this request.

Marilyn Tusher  
2557 Midvale Avenue  
Los Angeles, CA 90064

**From:** Mike Culhane <michael\_culhane@mac.com>  
**To:** <Lauraine.Braithwaite@lacity.org>  
**Date:** 04/03/2010 3:59 PM  
**Subject:** I support the motion, by Councilman Paul Koretz

Dear Lauraine Braithwaite,

On Monday, April 5, the L.A. City Council's Budget and Finance Committee will consider a motion to add significant resources to the ongoing effort against the sign OUTLAWS who are intent upon ORGANIZED GRAFFITI throughout our city's public spaces without complying with any ordinances. USE THE \$600,000 IN YOUR EFFORT TO STOP OTHER SIGNS FROM RUINING OUR CITY.

I support the motion, by Councilman Paul Koretz, calls for transferring \$600,000 to the City Attorney's office from a special fund.

L A needs to fine every illegal sign so use the \$600,000 to make more money!

Thank you,

Michael Culhane

**From:** Jan Book2 <jan@janbook.com>  
**To:** <Lauraine.Braithwaite@lacity.org>  
**Date:** 04/03/2010 5:17 PM  
**Subject:** Council File #10-0529 - Koretz motion to fund City Atty to fightvisual blight

April 3, 2010

Subject: Council File #10-0529 - Koretz motion to fund City Atty to fight visual blight

Dear Committee Clerk Laurine Braithwaite:

Please support Councilman Kortez's motion to transfer \$600,000 to the City Attorney's office from a special fund that a Westwood building owner paid into as a result of a lawsuit settlement allowing an on-site supergraphic sign on a Westwood building.

Los Angeles is no longer the the wild west town where the laws only apply to some while others can blatantly ignore them. At last we have a City Attorney who is willing to do his job and enforce the laws of our mighty city. Please help him accomplish this difficult task by providing him with the additional resources to get the job done.

These unpermitted supergraphics, which have become a blight to our skylines and are also dangerous to our law abiding citizens, must come down.

Thank you for the supporting motion Council File #10-0529.

Sincerely,

Jan Book  
333 Washington Blvd., #415  
Marina del Rey, CA 90292  
310/392-1426

**From:** "Gunther Schiff" <hgschiff@pacbell.net>  
**To:** <LAURINE.BRAITHWAITE@LACITY.ORG>  
**CC:** "Ernie Frankel" <ef1923@gmail.com>  
**Date:** 04/03/2010 5:42 PM  
**Subject:** Giant Signs

While I live in Beverly Hills, I nevertheless wish to add my voice to those who abhor the oversized graphic billboards which have sprung up in Los Angeles. I would urge the City Council of Los Angeles to support the efforts of the City Attorney in his welcome effort to rid the City of these billboards which are a blight and which, I am informed, are not permitted in any other great city.

Gunther H. Schiff

**From:** "Colleen Hanlon" <colleenmhanlon@yahoo.com>  
**To:** <Lauraine.Braithwaite@lacity.org>, <Councilmember.Parks@lacity.org>, <co...  
**CC:** <Monique.Earl@lacity.org>, <nicole.bernson@lacity.org>, <ana.cubas@lacity...  
**Date:** 04/03/2010 6:24 PM  
**Subject:** Council File#10-0529

Dear Council Members,

We are writing in support of the motion by Councilperson Koretz to transfer \$600,000 to the City Attorney's office, from the special fund created by the SkyTag, Inc. settlement agreement, in order to fund enforcement actions to rid the City of unpermitted billboards, as well as supergraphics and digital billboards. We strongly support the City Attorney's actions to clean-up LA's visual environment once and for all, and we urge the Council to provide the resources to make it happen. We would also urge the Council to increase dramatically the fines to be paid by scofflaws, both to fund additional enforcement efforts and to deter illegal signs. We respectfully ask that you vote in favor of Councilperson Koretz's motion on Monday, April 5, 2010.

Respectfully,

Colleen Hanlon & Scott Dew

<<http://maps.yahoo.com/py/maps.py?Pyt=Tmap&addr=1901+Avenue+of+the+Stars&csz=Los+Angeles%2C+CA++90067&country=us>> 200 North Bentley Avenue  
Los Angeles, California 90049

\* colleenmhanlon@yahoo.com

( H 310.476.2434; M 310.694.4046

7 310.476.2434

**From:** Pat Kater <pfknat@aol.com>  
**To:** <Lauraine.Braithwaite@lacity.org>, <councilmember.smith@lacity.org>, <Co...  
**Date:** 04/03/2010 6:28 PM  
**Subject:** COUNCILFILE #10-0529

AS AN OLD ADMAN, I UNDERSTAND WHY THE ADVERTISER,  
THE OUTDOOR COMPANY AND THE BUILDING OWNERS FAVOR  
HAVING SUPER GRAPHICS WRAPPED AROUND A BUILDING.  
YOU COULDN'T ASK FOR MUCH MORE IMPACT FROM OUTDOOR  
ADVERTISING THAN ONE ACHIEVES WITH SUPER GRAPHICS!

HOWEVER, IT IS NOT LEGAL!

IT DEVASTATES THE LOOK AND FEEL OF OUR CITY!

THEY ARE TRAFFIC HAZARDS!

THOSE RESPONSIBLE FOR THEM, KNEW THEY WERE ILLEGAL!

IT IS TIME FOR OUR CITY TO STAND UP FOR WHAT IS RIGHT,  
WHAT MAKES OUR CITY LOOK GOOD AND ELIMINATE CLUTTER  
FROM OUR STREETS AND FREEWAYS.

MY WIFE AND I URGE THE COMMITTEE TO APPROVE  
COUNCILMAN KORETZ' PROPOSAL AND SEE THAT IT  
IS IMPLEMENTED IMMEDIATELY!

THANK YOU,

MR. & MRS. PAT KATER  
16149 OTSEGO ST.  
ENCINO, CA 91436  
pfknat@aol.com

**From:** LINDA MARAIS <lindamarais@mac.com>  
**To:** <lauraine.braithwaite@lacity.org>  
**Date:** 04/03/2010 8:05 PM  
**Subject:** Council File#10-0529

This is to let you know that I support Councilmember Koretz's motion to provide additional financial resources to pursue legal action against those who have blighted this city with their illegal billboards. It is an elegant suggestion to take the money paid by SkyTag to provide the city with resources to go after the perpetrators of this relentless and unpermitted visual clutter. The words "hoist" and "petard" come to mind. At a time when the city's resources are so limited, it is entirely appropriate that the people who have despoiled our environment should pay for the city's further efforts in this regard.

Please support this motion. We are depending on you to support it, and send a message that the city is no longer rolling over on this issue.

Sincerely  
Linda Marais.

**From:** <vshabaik@aol.com>  
**To:** <Vshabaik@aol.com>  
**Date:** 04/03/2010 8:07 PM  
**Subject:** Council File #10-0529 SUPPORT MORE RESOURCES FOR ENFORCEMENT AGAINST ILLEGAL SIGNAGE

Dear Committee Clerk Laurine Braithwaite and Councilmembers Bernard Parks, Greig Smith, Jose Huizar, Bill Rosendahl, and Paul Koretz and your respective staff members:

We are writing in support of Councilman Paul Koretz's motion to allow \$600,000 to be transferred to the City Attorney's office--to support the investigative staffing needs of the City Attorney's Office for enforcement against supergraphic signs and other activities that create blight, fire and other public safety hazards in the City of L.A.--from the special Fund 100, Department 12, Balance Sheet Account 2200 Miscellaneous Deposits comprised of monies obtained from a Westwood building owner as a result of a lawsuit settlement. Below is the text of Councilman Koretz's motion:

ITHEREFORE MOVE that the City Council authorize the Chief Administrative Officer and the City Controller to transfer the funds as necessary from the Fund 100, Department 12, Balance Sheet Account 2200 Miscellaneous Deposits to the appropriate account to support the investigative staffing needs of the City Attorney's Office. I FURTHER MOVE that the City Council instruct the Personnel Department with the assistance of the Chief Administrative Officer work to determine which recently laidoff employees and/or employees slated for layoff are available to perform this work.

It's time for our city to take responsibility for ending the proliferation of illegal billboards and supergraphic signs and to focus on providing a visual landscape that is safe and attractive for all those who live in and visit Los Angeles. Thank you very much for your consideration and commitment.

Sincerely,

Virginia and Aly Shabaik  
4133 Sunnyslope Avenue  
Sherman Oaks, CA 91423  
818-906-9744  
Vshabaik@aol.com



**From:** <patprose98@aol.com>  
**To:** <Lauraine.Braithwaite@lacity.org>, <Councilmember.Parks@lacity.org>, <co...  
**CC:** <Monique.Earl@lacity.org>, <nicole.bernson@lacity.org>, <ana.cubas@lacity...  
**Date:** 04/03/2010 8:18 PM  
**Subject:** Re: Council File#10-0529

Re: Council File#10-0529

Dear Council Members,

I am writing in support of the motion by CouncilpersonKoretz to transfer \$600,000 to the City Attorney'soffice, from the special fund created by the SkyTag, Inc. settlement agreement,in order to fund enforcement actions to rid the City of unpermitted billboards,as well as supergraphics and digital billboards. I strongly support theCity Attorney's actions to clean up LA's visual environment and I urge the Council to provide the resources to do it. I also support recommendations that the Council significantly increase the fines to be paid byscofflaws, in order to both fund additional enforcement efforts and deter illegalsigns. I urge you to vote in favor of CouncilpersonKoretz's motion on Monday, April 5, 2010.

Respectfully,

Patricia Prince Rose  
17031 Encino Hills Drive  
Encino, CA 91436  
H-818-783-5131