



Michael Espinosa <michael.espinosa@lacity.org>

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## Billboard need more regulations.. Please distribute to members Aug 9th meeting

1 message

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Laura Silagi <lrsilagi@gmail.com>

Fri, Aug 5, 2011 at 10:42 AM

To: michael.espinosa@lacity.org

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Mr. Reyes, Mr. Huizar and Krekorian,

I oppose the passage of the new sign ordinance. This ordinance does not stop the spread of billboards and other forms of outdoor advertising nor does it reduce their overall number. There are terrible provisions included which will pollute our city with visual blight and make the environment more of a consumer experience than a beautiful urban one. Below are the provisions that are truly offensive.

- The grandfathering of sign district applications that will have no planning commission hearing, leaving out the right of the public to participate in our city.
- Advertising on public property, such as parks and other city property.
- Allowing digital on-site signage without any studying and creating regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

It is important that regulations include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Yours truly,

Laura Silagi, Venice, CA

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[LRSILAGI@GMAIL.COM](mailto:LRSILAGI@GMAIL.COM)

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Michael Espinosa <michael.espinosa@lacity.org>

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## Don't put adds in our parks

1 message

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Yamit Shimonovitz <4yamit@gmail.com>

Thu, Aug 4, 2011 at 9:43 PM

To: Michael.Espinosa@lacity.org

Please keep the parks add free for our children so they will experience nature without thinking about the next block buster or fatty foods....

Thanks

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Yamit Shimonovitz

[www.Yamit.biz](http://www.Yamit.biz)

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Michael Espinosa <michael.espinosa@lacity.org>

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## No Advertising in Parks

1 message

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**Scott Rubel** <scott@invitesite.com>

**Thu, Aug 4, 2011 at 6:10 PM**

To: Michael.Espinosa@lacity.org

Cc: Ed Reyes <reyes@lacity.org>, Jose Huizar <huizar@lacity.org>, Councilmember.Krekorian@lacity.org

Mr. Espinosa, Mr. Reyes, Mr. Huizar, Mr. Krekorian

Please do not allow advertising in our parks.

Sincerely,

Scott Rubel  
977 Montecito Dr.  
Los Angeles, CA 90031-1633

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Michael Espinosa <michael.espinosa@lacity.org>

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## cf-11-0724

1 message

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**Jacqueline Dreager** <jdreager@earthlink.net>

**Thu, Aug 4, 2011 at 6:12 PM**

To: Michael.Espinosa@lacity.org

Dear Mr Espinosa,

Please, no signs in city parks. We are inundated every day! Every day our senses are assaulted. Don't you agree? Do you have kids? Do you want your kids exposed to mindless blather? I work at Barnsdall Art Park. Do you think people that come to enjoy the park want to be hit in the face with ads? Think twice.

Thank you, J. Dreager

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Michael Espinosa <michael.espinosa@lacity.org>

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## CF# 11-0724 Signs at City-Owned Facilities and Parks

1 message

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Charles Soter <chuck@soterdesign.com>

Thu, Aug 4, 2011 at 5:04 PM

To: Michael.Espinosa@lacity.org

Cc: councilmember.reyes@lacity.org, Councilmember.Huizar@lacity.org, councilmember.krekorian@lacity.org, councilmember.labonge@lacity.org, ctrutanich@lacity.org

To: Los Angeles City Council PLUM Committee

I am writing to express my total opposition to the new sign ordinance first made public by the planning department July 22. I am especially opposed to allowing commercial signage anywhere on Los Angeles City parks.

The Recreation and Parks Commissioners have told us that "times have changed", so we must allow commercial signs in the parks to help pay for the continued upkeep of the parks and to fund children's programs and activities. In other words, children must suffer an onslaught of commercial blather if they want to continue using the parks. The Commissioners have also posited the notion that not allowing commercial signage in parks would penalize Little Leagues and other youth leagues by depriving them of necessary funding. Not true. *Non-commercial* signs have existed for years at Little Leagues and youth leagues, and they will continue to do so, regardless of any new sign ordinance.

I think the public would believe that "times have changed" if our City officials were to go to Eli Broad and tell him that "times have changed", and we really need you to give us back the \$55 million we handed you for your parking lot that you haven't started yet; and if our City officials were to go to Cirque du Soleil and say that we're sorry, but "times have changed" and we really need our \$30 million loan back (which incidentally, is only \$1 million more than the Cirque's billionaire owner paid for his 10 bedroom Hawaiian estate); and if our City officials were to go to the Grand Avenue hoteliers and say that we're sorry, but "times have changed" and we'll really need that bed tax after all; and if our City officials were to go to AEG and say that we're sorry, but "times have changed" and you'll really have to build your stadium on your own dime without Los Angeles mortgaging itself by issuing long term bonds.

I would also remind the Committee that our current City Attorney was elected in great part due to the voting public's thorough disgust with the previous City Attorney's relationship with the sign lobby. To change current laws to satisfy the sign lobby would be a slap in the faces of the voters who elected all of you.

Thank you.  
Charles Soter

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Michael Espinosa <michael.espinosa@lacity.org>

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## Please please no signs in the parks !

1 message

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Cindy Driscoll <cindy@invitesite.com>  
To: Michael.Espinosa@lacity.org

Thu, Aug 4, 2011 at 2:52 PM

Please please no sign in the parks ... parks are for nature's beauty not human mess !!!

THANK YOU !!

Sincerely ,

Cynthia Driscoll

Cindy Driscoll  
Invitesite.com *Big Love. Tiny Footprint*  
450 South Raymond Ave.  
Pasadena, CA 91105  
626.793.4600  
**888.DIY.INVI**tes [349.4684]  
[cindy@invitesite.com](mailto:cindy@invitesite.com)

Eco-friendly event invitations, thank you notes, holiday cards, and more. Over 30 years experience in specialty printing and genuine tree-free papers.

[Twitter](#) • [Yelp](#) • [Wedding Wire](#)

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Michael Espinosa <michael.espinosa@lacity.org>

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## Sign Ordinance

1 message

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**Elizabeth Garrison** <lizgarrison@sbcglobal.net>

**Fri, Aug 5, 2011 at 11:59 AM**

To: Michael.Espinosa@lacity.org

A reckless idea. This is a quality of life issue. Do you want your legacy to be connected to an concept that clutters the last vestiges of tranquility in an already advertisement heavy/visually cluttered, park short city? shame

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Michael Espinosa <michael.espinosa@lacity.org>

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## No signs in public parks!!

1 message

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car2532002 <car2532002@yahoo.com>  
To: Michael.Espinosa@lacity.org

Thu, Aug 4, 2011 at 8:22 PM

Our parks should be free of ulgy advertising. NO SIGNS IN THE PARKS!

Susan Rocha  
Cypress Park

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Michael Espinosa <michael.espinosa@lacity.org>

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## signage in parks

1 message

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Miriam Torres <torres.miriam@gmail.com>

Fri, Aug 5, 2011 at 12:46 PM

To: Michael.Espinosa@lacity.org

Dear Michael,

As an activist but most importantly, as a mother, I would like to express my opposition to the proposal that would allow advertising signage in parks. Children are already bombarded with advertisement everywhere they go, parks are among the very few public spaces where kids can rest from LA's hyper stimulation culture. It is a terrible idea and I hope that it is not implemented.

Miriam Torres

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Michael Espinosa <michael.espinosa@lacity.org>

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## ad signs in parks

1 message

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Jack Fenn <jackfenn@pacbell.net>

Fri, Aug 5, 2011 at 1:54 PM

To: Michael.Espinosa@lacity.org

Please let Councilmen Reyes, Huizar, and Krekorian know that ALL unnecessary signs in parks contribute to blight. Parks are sanctuaries, and advertising in them is a noxious invasion.

Respectfully,  
Jack Fenn  
Montecito Heights

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Michael Espinosa <michael.espinosa@lacity.org>

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## **NO SIGNS IN PARKS - CF# 11-0724 Signs at City-Owned Facilities and Parks and CF#08-2020**

1 message

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**Bike Fan <bikefanyay@yahoo.com>**

**Mon, Aug 8, 2011 at 7:58 AM**

To: Michael.Espinosa@lacity.org

I am flawed to hear that big business is proposing to 'buy' our parks for advertizing. This is not acceptable in any way, nor is it acceptable for our city council to allow this to happen. Sneaking in silent changes to the law like this is inherently wrong. Our parks are not yours to sell.

I want to make my opposition to these changes heard now, I am unable to attend the upcoming City Hall meeting. This is disgraceful.

CF# 11-0724 Signs at City-Owned Facilities and Parks and CF#08-2020

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Michael Espinosa <[michael.espinosa@lacity.org](mailto:michael.espinosa@lacity.org)>

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## #08-2020 Signs in Parks

1 message

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Jack Fenn <[jackfenn@pacbell.net](mailto:jackfenn@pacbell.net)>  
To: [Michael.Espinosa@lacity.org](mailto:Michael.Espinosa@lacity.org)

Sun, Aug 7, 2011 at 9:16 PM

Begin forwarded message:

**From:** Jack Fenn <[jackfenn@pacbell.net](mailto:jackfenn@pacbell.net)>  
**Date:** August 5, 2011 1:54:44 PM PDT  
**To:** [Michael.Espinosa@lacity.org](mailto:Michael.Espinosa@lacity.org)  
**Subject:** ad signs in parks

Please let Councilmen Reyes, Huizar, and Krekorian know that ALL unnecessary signs in parks contribute to blight. Parks are sanctuaries, and advertising in them is a noxious invasion.

Respectfully,  
Jack Fenn  
Montecito Heights

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Michael Espinosa <michael.espinosa@lacity.org>

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## Proposed new sign ordinance

1 message

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Martin Cox <photos@martincox.com>

Sun, Aug 7, 2011 at 1:10 PM

To: Michael.Espinosa@lacity.org

Cc: jose.gardea@lacity.org, Ed Reyes <councilmember.reyes@lacity.org>

Dear Mr Espinosa:

Please consider that Los Angeles City parks are not and should never be open to advertising or super graphics or digital signage.

Enough is enough, all our lives are already dominated by TV, and internet advertising, our mail boxes are stuffed daily with the visual pollution of ads.

Parks should be inviolate, a break, a respite, for recreation not sales and promotions. Children need a place to be free of the giddy monster corporations spreading their endless dreck on an exhausted and over stimulated populace.

Have you seen the film Blade Runner? This is where we are headed. A ruined Los Angeles filled with bad air and ads everywhere.

PLEASE PLEASE consider our parks to be a place for trees, grass, recreation, and respite, for games, picnics, for people who do not need to be sold anyway.

cc: my Councilman Ed Reyes.  
Jose Gardea

Best regards,

Martin Cox  
1030 Laguna Ave  
Los Angeles, CA 90026

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Michael Espinosa <michael.espinosa@lacity.org>

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## CF#11-0724

1 message

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**Tomi Bowling** <tomi@tomirealty.com>

Sun, Aug 7, 2011 at 1:07 PM

To: Paul Krekorian <paul.krekorian@lacity.org>, ed.reyes@lacity.org, jose.huizar@lacity.org,  
michael.espinosa@lacity.org

Cc: carmen.trutanich@lacity.org

Dear Honorable Council,

It is my understanding that on August 9th the Planning & Land Use Management Committee of the City Council will hear a proposed new sign ordinance containing a provision for "comprehensive sign programs" that could permit off-site signage (including digital signs) in city parks.

The proposed ordinance specifies that an area qualifying for a "comprehensive sign program" must be a minimum of 5 acres. This includes all but the smallest city parks. It also states that only 10% of the signage in a "comprehensive sign program" can be off-site. Should an entire park be designated for a "comprehensive sign program," the area of all of its existing facility and informational signage could be totaled -- and 10% of that area sold for billboards and signs. The ordinance states also that this off-site signage cannot be visible from the public right-of-way or adjacent property, but that leaves abundant places for signs in parks.

The Planning Commission previously approved a version of this new ordinance that did not contain language allowing off-site or digital signs in "comprehensive sign programs," nor did it mention city parks and recreation facilities. The version to be discussed on August 9 does both -- and it has never been presented for public input and debate AND IT MUST!!!

Parks are not advertising venues. Nor are our kids marketing targets.

This is infuriating. Why would you even consider this? This is simply absurd.

You, as an elected official, are supposed to represent the interests of the citizens of LA. Destroying the few parks that are here by allowing blight in them is the opposite of why you were elected.

Sincerely,

*Tomi Lyn Bowling*

Tomi Lyn Bowling  
8545 Tujunga Valley Street  
Sunland CA 91040  
818-353-9143

20 years sales experience  
Certified Short Sale  
& Foreclosure Resource Specialist  
[www.TomiRealty.com](http://www.TomiRealty.com)  
818-353-9143  
Lic.#01145550



Michael Espinosa <michael.espinosa@lacity.org>

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## Billboards in City Parks

1 message

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**gerryjim <gerryjim@sbcglobal.net>**

**Sun, Aug 7, 2011 at 10:21 AM**

To: councilmember.reyes@lacity.org, councilmember.huizar@lacity.org, michael.espinosa@lacity.org

City Parks are no place for unsightly billboards. People go to parks to get a break from city life --- a refreshing breather. I especially don't want to see them in Griffith Park. Although I live in Pasadena, where we have great parks, I do visit Griffith Park and am a member of GLAZA.

Gerald Orcholski  
Pasadena, California

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Michael Espinosa <michael.espinosa@lacity.org>

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## ads in parks

1 message

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**Jayson Matthews** <lettherebejayson@gmail.com>

Sat, Aug 6, 2011 at 7:03 PM

To: michael.espinosa@lacity.org

Mr. Espinosa,

It has come to my attention that there is currently an attempt to use supergraphic billboards to promote movies in three Los Angeles city parks. I cannot believe that this is even being considered. Parks are not meant to be used for ad space, they are meant to be respite from urban life and are often the only connection with nature children and adults can consistently have in a major city. Please do not allow this to happen. We already have enough advertising blanketing the airwaves, streets, and sky. We don't need it in the tree too.

Sincerely,

Jayson Matthews  
Los Angeles, CA

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Michael Espinosa <michael.espinosa@lacity.org>

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## NO Advertising in Our Parks!

1 message

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Debbie Spinelli <debbiespinelli@gmail.com>

Sat, Aug 6, 2011 at 3:46 PM

To: michael.espinosa@lacity.org

Dear Council Member,

I am writing to express my opposition to the legalization of commercial advertising in our public parks.

The Parks are NOT venues for marketing, in fact they provide a refuge from the omni-present advertising that blights our city.

Please do not allow the natural beauty of our parks to be destroyed.

**Vote NO on CF# 11-0724 Signs at City-Owned Facilities and Parks**

Sincerely,  
debbie spinelli

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Michael Espinosa <michael.espinosa@lacity.org>

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## signs

1 message

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jack <scene2too@hotmail.com>  
Reply-To: jack <scene2too@hotmail.com>  
To: Michael.Espinosa@lacity.org

Sat, Aug 6, 2011 at 3:25 AM

We don't need, or want, signs in our parks. There is enough advertising to satisfy even the most jaded.

[jbaird@lbnc.org](mailto:jbaird@lbnc.org)

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Michael Espinosa <michael.espinosa@lacity.org>

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## CF #11-0724 (Opposed)

1 message

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**Ruth Doxsee** <ruthdoxsee@sbcglobal.net>

Sat, Aug 6, 2011 at 12:10 AM

To: Michael.Espinosa@lacity.org, cd1@lacity.org, Councilmember.Huizar@lacity.org,  
Councilmember.Krekorian@lacity.org

Cc: attyneighbors@lacity.org, cd6news@lacity.org

To the Honorable Councilmembers Reyes, Huizar, and Krekorian,

As a resident of Los Angeles and Board member on the Lake Balboa Neighborhood Council, I am informing you of my opposition to CF #11-0724. Do not let our parks become littered with advertising: targeting children and littering the views with promotional trash.

Sincerely,  
Ruth Doxsee

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Michael Espinosa <[michael.espinosa@lacity.org](mailto:michael.espinosa@lacity.org)>

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## Re: No signs in public parks!!

1 message

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susan ROCHA <[car2532002@yahoo.com](mailto:car2532002@yahoo.com)>

Fri, Aug 5, 2011 at 9:27 PM

Reply-To: susan ROCHA <[car2532002@yahoo.com](mailto:car2532002@yahoo.com)>

To: Michael Espinosa <[michael.espinosa@lacity.org](mailto:michael.espinosa@lacity.org)>

Can you also put in public records that it is unfair to give special treatment to churches and their noise.

Susan Rocha

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**From:** Michael Espinosa <[michael.espinosa@lacity.org](mailto:michael.espinosa@lacity.org)>

**To:** car2532002 <[car2532002@yahoo.com](mailto:car2532002@yahoo.com)>

**Sent:** Friday, August 5, 2011 4:55 PM

**Subject:** Re: No signs in public parks!!

Thank you for your email. Your comments have been attached to the Council file.

Michael Espinosa  
Council and Public Services Division  
Office of the City Clerk  
(213) 978-1074

On Thu, Aug 4, 2011 at 8:22 PM, car2532002 <[car2532002@yahoo.com](mailto:car2532002@yahoo.com)> wrote:

Our parks should be free of ulgy advertising. NO SIGNS IN THE PARKS!

Susan Rocha  
Cypress Park

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Michael Espinosa <michael.espinosa@lacity.org>

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## Signs at City Parks

1 message

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Mario Milch <tangoklutz@gmail.com>

Fri, Aug 5, 2011 at 3:11 PM

To: Michael.Espinosa@lacity.org, "councilmember.Labonge@lacity.org" <councilmember.Labonge@lacity.org>

To: Councilmembers Ed Reyes (Chair), Jose Huizar, Paul Krekorian  
L.A. City Council Planning and Land Use Management Committee  
Re: CF#11-0724 Signs at City-Owned Facilities and Parks

Gentlemen:

City parks constitute a refuge for many people; a way to relax, exercise, entertain kids and walk dogs. For me, hiking in Griffith Park is a great way to accomplish all those tasks (except my kids are grown). To have great views and natural (or semi-natural) vistas broken up by garish advertising signs is antithetical to any common sense. While Los Angeles is thirsty for new revenue, parks as that refuge I mention above must be maintained.

Please consider this a plea and a request that no ordinance be enacted that allows advertising signs at city parks.

Thank you for your kind attention

Mario Milch, MD  
4118 Los Nietos Drive  
Los Angeles, CA 90027  
323 819-5154  
[tangoklutz@gmail.com](mailto:tangoklutz@gmail.com)

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Michael Espinosa <michael.espinosa@lacity.org>

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## Billboard Ordinance

1 message

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Michael Conway <ConwayM@unitedtalent.com>

Fri, Aug 5, 2011 at 2:43 PM

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

Cc: "info@banbillboardblight.org" <info@banbillboardblight.org>, Michael Conway <ConwayM@unitedtalent.com>

August 5, 2011

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilman Paul Koretz

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and livable place by reducing visual blight and the other negative effects of outdoor advertising.

-Grandfathering sign district applications that have never even reached a planning commission hearing. This means those sign districts could put up hundreds of new billboards and super graphic and electronic signs without having to comply with tougher regulations, including a mandatory takedown of existing billboards in the surrounding community.

-Allowing comprehensive sign programs to be established for private and public property, where commercial advertising would be allowed on signs that aren't visible from the public-right-of-way. This could result in extensive advertising in large parks like Griffith Park and others, and open the door for advertising on other city properties.

-Allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets. I am still angry about the flashing digital sign that was constructed at the end of my street that negatively impacts my home value.

Sincerely,

Michael Conway

6630 Maryland Dr.

Los Angeles, CA 90048

310-721-5908



Michael Espinosa <michael.espinosa@lacity.org>

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## advertising in public parks

1 message

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**Gabriel Liebeskind <glovechild@sbcglobal.net>**

**Fri, Aug 5, 2011 at 2:03 PM**

To: michael.espinosa@lacity.org

Dear Sir,

As a parent, park user and member of the community please weigh in however possible to prevent advertising in our public parks. We're inundated with advertising in this city as it is, causing a blight in an otherwise wonderful city. Wherever we can eliminate advertising would go a long way toward beautifying this city. Thank you.

Gabriel Liebeskind

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Michael Espinosa <michael.espinosa@lacity.org>

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## Don't put adds in our parks

1 message

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Yamit Shimonovitz <4yamit@gmail.com>

Thu, Aug 4, 2011 at 9:43 PM

To: Michael.Espinosa@lacity.org

Please keep the parks add free for our children so they will experience nature without thinking about the next block buster or fatty foods....

Thanks

--

Yamit Shimonovitz

[www.Yamit.biz](http://www.Yamit.biz)

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From: Bernadette Soter <bsoter@earthlink.net>  
Date: Sun, Aug 7, 2011 at 11:02 AM  
Subject: Council File# 08-2020 Signs in Parks and City Owned Facilities  
To: Michael.Espinosa@lacity.org

Dear Councilmembers Reyes, Huizar and Krekorian,

I am adamantly opposed to the new ordinance you are considering whose language will allow the introduction of paid advertising in our city parks and other city-owned spaces. If passed, the losers will be us, the owners of our parks, who have faithfully supported our municipal park system for over 120 years through our taxes and consistent passage of bond measures. The winners will be the powerful media companies who will offer be able, for the first time, to offer advertisers unprecedented access to children in what they call a "target rich environment."

The ordinance under consideration is distressing for this reason, but also because it represents a broken promise. Over the past several years, as each new "comprehensive sign district" has been designated exempting it from our off-site sign laws, we have been told that this is being permitted under the theory that by concentrating advertising in heavily urbanized places, the rest of our metropolis will be free from its blight. Now the very definition of a "comprehensive sign district" has morphed to include the least urbanized areas of our city.

Even in the depths of the Great Depression, Los Angeles did not resort to commercializing its parks and exploiting its children for financial gain. I understand that the sign lobby in our city is very powerful, but please stand up to them and let our parks remain refuges from commerce and exploitation.

Respectfully,

Bernadette Soter  
2640 N. Commonwealth Avenue  
Los Angeles, CA 90027



Michael Espinosa <michael.espinosa@lacity.org>

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## PLUM Committee Tuesday meeting, File # 08-2020

1 message

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Gerry Hans <gerry@friendsofgriffithpark.org>

Mon, Aug 8, 2011 at 9:21 AM

To: Michael.Espinosa@lacity.org

To: Members of Planning and Land Use Management Committee

From: Friends of Griffith Park

Friends of Griffith Park has opposed commercial advertising in CITY PARKS in all manners, including on trash cans, since we learned of the The Department of Recreation and Parks Commission approval of a plan for the LA Parks Foundation to sell to Warner Bros Yogi Bear advertising space earlier this year. We stand firm in our belief that City Parks should remain free of all commercial signage, no matter what. Therefore we oppose the passage of a "comprehensive sign program" for public or private property, which would play right into the hands of advertising enterprises, open up the door to signs in our parks, and weaken the Billboard Ordinance.

Thank you for your consideration.

Gerry Hans

President

Friends of Griffith Park

(Please confirm receipt)

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Michael Espinosa <michael.espinosa@lacity.org>

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## Oppose the Sign Ordinance

1 message

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Al Moggia <almog@dslextre.me.com>

Mon, Aug 8, 2011 at 10:35 AM

To: Michael Espinosa <michael.espinosa@lacity.org>, Eric Garcetti <councilmember.garcetti@lacity.org>

To: Planning and Land Use Management Committee

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

Re:Council File 08-2020

Honorable Councilmembers:

I oppose the city sign ordinance presented by the planning department on July 22, 2011.

The most troubling element of the ordinance is the one that would allow commercial billboards and signs into our city parks. Parks have always been intended to be places where the surrounding of the natural landscape and views give people respite from the problems and hurried pace of daily life. I find it difficult to understand how the planning department could lose sight of this fundamental principle of public parks. On second thought I do understand, it is due to effecting lobbying of billboard/ sign lobby and the city current effort in pushing its departments to increase revenue.

Other elements of the sign ordinance that I take issue with are: allowing digital billboards, grandfathering signs that have not been through the plan department process.

The result of a misguided sign ordinance will be to reduce the quality of life in Los Angeles and make Los Angeles less attractive place for visitors.

Al Moggia  
Los Angeles 90026

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August 3, 2011

Councilmember Tom LaBonge  
Los Angeles City Hall Office  
200 N. Spring St. #480  
Los Angeles CA 90012

Re: Commercial ads in City Parks, Council File Number: 11-0724

Councilmember Tom LaBonge,

Recently we have learned that there are discussions and actual attempts to facilitate the selling of advertising space in our city parks. There is no room for any such precedent because it will only weaken our City Billboard Ordinance. More importantly, we join many communities throughout the city to say that advertising in parks is not wanted, under any circumstances.

Children need this last remaining public space unmarked by commercialism to remain as such. Parks should be a place for children to enjoy the outdoors and unleash their creative talents within themselves, rather than be exploited by messages to which they are inevitably vulnerable.

Advertising in parks is not what our residents want, not even ads on garbage cans. Nor is it even a viable plan to attract any more than "chunk change" for the City. Energy is better spent on legitimate, clearly legal, and smart ways of fixing the City's budget problems. Donors to our parks should be thanked in a manner similar to museums and libraries, that is, through a well-located, non-commercial donor wall.

Sincerely,

Caroline Schweich  
President

Cc: Councilmember Jon Kirk Mukri, Barry Sanders, Carmen Trutanich



Michael Espinosa <michael.espinosa@lacity.org>

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## Proposal to allow commercial signs in parks

1 message

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Ron Wilkniss <rwilkniss@att.net>

Mon, Aug 8, 2011 at 11:09 AM

To: Michael.Espinosa@lacity.org

Dear Mr. Espinosa,

It is my understanding that the issue of potentially allowing commercial signs in city parks is now being considered.

I am a resident of the Hollywood Hills - on the edge of Griffith Park. I am aware of the city's current budget problems but I am simply incredulous that "selling" our parks should be considered as one means to alleviate those problems.

As a related matter, although I am pleased to (finally) see significant redevelopment in Hollywood, I am very unhappy about the "supergraphic" signs that seem to accompany that redevelopment - for example, the supergraphic signs on the "W" Hotel.

I would like to go on record as being firmly opposed to the proliferation of commercial signs - and to the potential of having commercial signs in our parks, in particular.

Sincerely,

Ronald Wilkniss

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Michael Espinosa <michael.espinosa@lacity.org>

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## Sign ordinance in city parks

1 message

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**Carol Brusha** <ron.carol.brusha@sbcglobal.net>

**Mon, Aug 8, 2011 at 11:38 AM**

To: Michael Espinosa <michael.espinosa@lacity.org>, "Hon. Tom LaBonge" <councilmember.labonge@lacity.org>, "Hon. Ed P. Reyes" <councilmember.reyes@lacity.org>, "Hon. Jose Huizar" <councilmember.huizar@lacity.org>, "Hon. Paul Krikorian" <councilmember.krikorian@lacity.org>

To: Hon. Ed P. Reyes

To: Hon. Jose Huizar

To: Hon. Paul Krikorian

Members - Los Angeles City Council Planning and Land Use Committee.

Re: Council File 0802020

City sign ordinance

Gentlemen:

My husband and I oppose the proposed city sign ordinance that would allow our city parks to become magnets for commercial advertisements.

I began hiking in Griffith Park at age 7 with my parents and met my husband, Ronald F. Brusha, there. This park, therefore, holds a special place for me.

All city parks are peaceful havens for its users and should not be cluttered with distractions. They are special places.

I doubt very much that there will be an abundant increase in revenue for the city. It may sound good on paper but the reality will be far different.

Before forging ahead with the plan, there should be an EIR to determine the impact as well as public hearings.

Also, remember the Highway Beautification Act of 1965, passed by both houses of Congress and signed by Pres. Lyndon Johnson? It was designed to control outdoor advertising on our interstates and federal highways. As someone who takes many road trips throughout the United States, I can now enjoy unblemished scenery.

I want to continue enjoying the scenery in our parks.

Carol Brusha

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Michael Espinosa <michael.espinosa@lacity.org>

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## Council File 08-2020 Citywide Sign Ordinance

1 message

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Mary Button <marybutton59@gmail.com>

Mon, Aug 8, 2011 at 11:23 AM

To: michael.espinosa@lacity.org

Cc: councilmember.reyes@lacity.org, councilmember.krekorian@lacity.org, councilmember.huizar@lacity.org

To Planning and Land Use Management Committee:

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

I am writing to voice my strong opposition to the passage of the new sign ordinance which was initially made public by the Planning Department on July 22nd.

It is very disturbing this ordinance does not stop the proliferation of billboards and other forms of outdoor advertising. In fact, the ordinance would encourage the presence of billboards in our city parks. Los Angeles is strapped for cash, and is seeking Public Private Partnerships as a solution. It is shameful to allow these partnerships to control and change the nature of our city parks. I am especially concerned the nature of Griffith Park remain what it is: "Nature." I oppose *any* commercial signs, billboards and banners in the parks.

Our city parks are one of the last remaining places of refuge, free of commercial signs. It is our duty to ensure they remain that way, not only for ourselves but for the generations to come. Our children should have to bear the brunt and pay the consequences of a diminished "true" park experience, just because the city is trying to find funds.

Thank you for your serious consideration. I am confident you will make the correct decision and allow our Parks to remain the wonderful, much-needed commercial-free refuge!

Sincerely,  
Mary J Button  
Los Angeles CA  
25 Year Resident of Los Angeles, and frequent user of City Parks

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Michael Espinosa <michael.espinosa@lacity.org>

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## NO to Signage at City-Owned Facilities and Parks

1 message

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**Patricia Gallery** <patricia.a.gallery@gmail.com>

Mon, Aug 8, 2011 at 1:52 PM

To: paul.koretz@lacity.org, councilmember.reyes@lacity.org, councilmember.huizar@lacity.org, councilmember.Krekorian@lacity.org, councilmember.cardenas@lacity.org, tom.labonge@lacity.org, Michael.Espinosa@lacity.org

To:

[paul.koretz@lacity.org](mailto:paul.koretz@lacity.org)

[councilmember.reyes@lacity.org](mailto:councilmember.reyes@lacity.org)

[councilmember.huizar@lacity.org](mailto:councilmember.huizar@lacity.org)

[councilmember.Krekorian@lacity.org](mailto:councilmember.Krekorian@lacity.org)

[councilmember.cardenas@lacity.org](mailto:councilmember.cardenas@lacity.org)

[tom.labonge@lacity.org](mailto:tom.labonge@lacity.org)

[Michael.Espinosa@lacity.org](mailto:Michael.Espinosa@lacity.org)

Say NO to advertising in our city parks. Do not permit the passage of a new sign ordinance containing a provision for "comprehensive sign programs" that could permit off-site signage in our LA city parks. Our parks should be off limits to ANY commercial signage whatsoever. Griffith Park is a prime example of a city gem at risk.

Griffith Park is one of the last respits in this city that provides an escape to the natural world free from advertising and urban marketing sprawl. We hike all of the Griffith Park trails on a weekly basis. It must be treated as a precious protected area, not as a revenue generating facility.

We must find other ways to fund our parks - not through advertising revenue.

Patricia Gallery  
1946 Micheltorena St.  
Los Angeles, CA 90039  
[\(323\) 665-0298](tel:(323)665-0298)  
[patricia.a.gallery@gmail.com](mailto:patricia.a.gallery@gmail.com)

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Michael Espinosa <michael.espinosa@lacity.org>

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## CF #08-2020 Signs at City-Owned Facilities and Parks - NO to Commercial Signage in our Parks

1 message

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Patricia Gallery <patricia.a.gallery@gmail.com>

Mon, Aug 8, 2011 at 1:00 PM

To: Michael.Espinosa@lacity.org, tom.labonge@lacity.org

To:

Councilmembers Ed Reyes (Chair), Jose Huizar, Paul Krekorian  
L.A. City Council Planning & Land Use Management Committee  
Tom LaBonge, Councilmember, 4th District  
CarmenTrutanich, City Attorney

We say NO to advertising in our city parks. Do not permit the passage of a new sign ordinance containing a provision for "comprehensive sign programs" that could permit off-site signage in our LA city parks. Our parks should be off limits to ANY commercial signage whatsoever.

Griffith Park is one of the last respits in this city that provides an escape to the natural world free from advertising and urban marketing sprawl. We hike all of the Griffith Park trails of the park on a weekly basis. It must be treated as a precious protected area - not as a revenue generating facility.

Patricia Gallery  
1946 Micheltorena St.  
Los Angeles, CA 90039  
(323) 665-0298  
[patricia.a.gallery@gmail.com](mailto:patricia.a.gallery@gmail.com)

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Michael Espinosa <michael.espinosa@lacity.org>

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## Re: CF# 11-0724 / "Signs at City-Owned Facilities and Parks"

1 message

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**Cavers321 <cavers321@ca.rr.com>**

**Mon, Aug 8, 2011 at 1:59 PM**

To: Michael.Espinosa@lacity.org, councilmember.krekorian@lacity.org, councilmember.reyes@lacity.org, councilmember.huizar@lacity.org

Cc: ROstrow@ggpnc.org, acohen@losfelizledger.com, President@hillsidefederation.org, Carmen.trutanich@lacity.org, ken.bernstein@lacity.org, councilmember.zine@lacity.org, councilmember.labonge@lacity.org, paul.koretz@lacity.org, councilmember.cardenas@lacity.org, councilmember.alarcon@lacity.org

I am unable to attend tomorrow's meeting but I'm writing to express my shock and dismay regarding the proposal that could allow "off-site signage" and commercial advertising inside our city parks, specifically inside Griffith Park.

Griffith Park has stood as a cultural and historical landmark for over 100 years. It is a natural jewel in the crown of Los Angeles. The park is often the only place many people can afford to travel for recreation, relaxation, or just to "get away from it all" for a few hours.

The average person is already exposed to over 200 ads per day. Thousands of companies already bombard nearly every moment of our lives with advertising:

during television shows, before movies, during movies (product placement), on the radio, on DVDs, in newspapers, at sporting events, in email, during the evening news, in shopping malls, in grocery stores, on food packaging, on billboards while driving, in magazines, on street corners, on city buses, in our mailbox, on buildings, on bus benches, in the sky (skywriting), and even in our children's schools.

Can we please have one last sanctuary free from the never-ending reach of money-first corporations? One last place for our children to play untainted by branding? One last place for the average family to escape for a while?

Remember, Colonel Griffith J. Griffith left the land of Griffith Park as a gift to the people of Los Angeles. Please don't tarnish that gift.

Thank You,

Dirk VanFleet

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Michael Espinosa <michael.espinosa@lacity.org>

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## Please stop expansion of advertising!

1 message

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SALNLA96@aol.com <SALNLA96@aol.com>

Mon, Aug 8, 2011 at 7:32 PM

To: Michael.Espinosa@lacity.org

Keep our parks free of advertising!!

DR. SARAH NAPIER

TELE: 323-665-7403

FAXCIMILE: 323-665-8809

E-MAIL: [SALNLA96@AOL.COM](mailto:SALNLA96@AOL.COM)

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Michael Espinosa <michael.espinosa@lacity.org>

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## NO to Signage at City-Owned Facilities and Parks

1 message

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Levin, John <jlevin@barringtonmedia.com>

Mon, Aug 8, 2011 at 4:07 PM

To: "tom.labonge@lacity.org" <tom.labonge@lacity.org>

Cc: "councilmember.reyes@lacity.org" <councilmember.reyes@lacity.org>, "councilmember.Krekorian@lacity.org" <councilmember.Krekorian@lacity.org>, "councilmember.cardenas@lacity.org" <councilmember.cardenas@lacity.org>, "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "Michael.Espinosa@lacity.org" <Michael.Espinosa@lacity.org>

Dear Tom,

LA's parks are one of its greatest resources, providing a needed respite from the pressure, sprawl and media clutter of our wonderful city for literally thousands of residents every day. So I am shocked that the city is considering despoiling our parks by selling advertising in them. This should simply not happen.

Please do not permit the passage of a new sign ordinance containing a provision for "comprehensive sign programs" that could permit off-site signage in our LA city parks. Our parks should be off limits to ANY commercial signage whatsoever. Our parks must be treated as precious, protected area, not as a revenue generating facility.

We must find other ways to fund our parks - not through advertising revenue.

Thank you for your support.

John

**John Levin** | Vice President  
**Barrington Media**

**6210 Wilshire Blvd.**

**Los Angeles, CA 90048**  
[jlevin@barringtonmedia.com](mailto:jlevin@barringtonmedia.com)

323.934.5800 office  
323.854.5466 mobile

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Michael Espinosa <michael.espinosa@lacity.org>

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## NO Advertising in Our Parks!

1 message

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Carol Cetrone <perpetua99@gmail.com>

Tue, Aug 9, 2011 at 8:51 AM

Cc: michael.espinosa@lacity.org, councilmember.Krekorian@lacity.org, councilmember.huizar@lacity.org, councilmember.reyes@lacity.org, garcetti@council.lacity.org

Dear Council Member,

I am writing to express my opposition to the legalization of commercial advertising in our public parks.

The Parks are NOT venues for marketing, in fact they provide a refuge from the omni-present advertising that blights our city.

Please do not allow the natural beauty of our parks to be destroyed.

**Vote NO on CF# 11-0724 Signs at City-Owned Facilities and Parks**

Sincerely,  
Carol Cetrone  
Silver Lake

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