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Fwd: Citywide Sign Ordinance Revision: Council file #11-1705

1 message

Sharon Dickinson <sharon.dickinson@lacity.org>

Tue, Feb 16, 2016 at 7:26 AM

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

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From: **Gregory D. Wright** <bg534@lafn.org>

Date: Sat, Feb 13, 2016 at 7:50 AM

Subject: Citywide Sign Ordinance Revision: Council file #11-1705

To: sharon.dickinson@lacity.org

Sharon Dickinson, Committee Clerk
 Planning and Land Use Management Committee
 Room 340, City Hall
 200 N. Spring St., Los Angeles, CA 90012

Councilmember Jose Huizar, Chair
 Councilmember Marqueece Harris-Dawson
 Councilmember Gilbert Cedillo
 Councilmember Mitchell Englander
 Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revision

Los Angeles has far too much unnecessary visual pollution and light pollution, and generally depressing environmental ugliness – especially in the San Fernando Valley where I live.

I hope the entire City Council and the PLUM Committee will approve the long-aborning Citywide Sign Ordinance Revision that will deny amnesty to existing unpermitted and illegal billboards and put stringent limits on all billboards, including the especially distracting and driver-dangerous digital billboards.

Also: Please consider follow-on policies to enact meaningful **light curfews** that will de-illuminate billboards at a reasonably early hour in the nighttime. We have way too much nighttime light pollution in this city – bad for people and wildlife of all kinds (viz. the L.A.-based Urban Wildlands Group research: www.urbanwildlands.org/ecanlbook.html).

Also: It's way past due for the City and LADWP to undertake **a study to determine just how much electricity is consumed by the illumination of L.A.'s static billboards and L.A.'s digital billboards**. At a time of disastrous climate change due to human-caused emissions of carbon dioxide, very largely from power plants, and when our city is wisely weaning itself off of highly polluting fossil-fueled electricity, there is no excuse for wasting electricity on a form of blight that every Angeleno I know detests.

Lastly, I hope the City officially recognizes that the entire commercial value of billboards to the exploitative billboard industry comes from the publicly-created and supported commons of Los Angeles's public spaces, roadways, streets, and freeways and the eyeballs in them – and invokes this fundamental fact in bringing the handful of arrogant billboard companies to heel. The City can well use the monies that a steep commons user fee rightly imposed on every billboard would bring – although this Angeleno would much rather see a year-to-year diminishment of our hordes of billboards, and of whatever cash they bring into the public coffers (and, sadly, into certain councilmembers' campaign funds?).

Billboards ain't First Amendment free speech (as a now-retired First District councilmember asserted with a snarl to me a number of years ago when I raised the topic of billboard blight). Billboards are – with the exception of a few unique sign districts, such as the Sunset Strip – blight, light pollution, and unnecessary consumers of still-polluting electricity.

I hope you agree with me. Thank you.

Gregory Wright

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