



Sharon Dickinson <sharon.dickinson@lacity.org>

Fwd: Council file #11-1705

1 message

pattihalldesigns@gmail.com <pattihalldesigns@gmail.com>
To: sharon.dickinson@lacity.org

Thu, Feb 18, 2016 at 12:06 PM

Begin forwarded message:

From: pattihalldesigns@gmail.com
Subject: Council file #11-1705
Date: February 18, 2016 at 12:04:51 PM PST
To: dickinson@lacity.org

ATTENTION PLUM COMMISSION:

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

I URGE YOU TO ADOPT THE NEW CITY-WIDE SIGN ORDINANCE APPROVED
LAST FALL BY THE CITY PLANNING COMMISSION. DO NOT DELAY - GET THIS
ORDINANCE ON THE BOOKS!

Patricia Hall
1621 Shell Ave
Venice, CA 90291



Sharon Dickinson <sharon.dickinson@lacity.org>

COUNCIL FILE #11-1705, Citywide Sign Ordinance Revision

1 message

Karen Jones <khjones1949@yahoo.com>

Thu, Feb 18, 2016 at 3:37 PM

Reply-To: Karen Jones <khjones1949@yahoo.com>

To: "sharon.dickinson@lacity.org" <sharon.dickinson@lacity.org>

Sharon Dickinson, Committee Clerk
Planning and Land Use Management Committee

Dear PLUM:

I am a resident of Venice and am strongly in favor of passing the adoption of the new, revised ordinance to protect our communities from billboard blight. I watched in horror as digital billboards popped up on our streets and blocked our magnificent sunsets as I drove west on Pico and the morning sun as I drove south on Lincoln each day. The glaring, agitating signs deprive drivers of whatever peace they can muster while fighting traffic, and distract them from important things, like avoiding killing erratic bike riders or running down pedestrians. Electronic billboards are not only ugly and disquieting, but dangerous.

The revised ordinance is respectful, sensible and fair to residents who come to L.A. to enjoy our laid-back lifestyle and our amazing weather and beaches. Please adopt this ordinance and please DO NOT grandfather old, illegal signs put up by rapacious companies who disrespect our laws and our people.

Thank you.

Karen Jones
Venice



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705 Citywide Sign Ordinance Revision

1 message

Stuart Magruder <smagruder@studionovaa.com>

Tue, Feb 23, 2016 at 7:22 PM

To: sharon.dickinson@lacity.org

Cc: solomon.rivera@lacity.org, lynell.washington@lacity.org, ashley.thomas@lacity.org, steve.m.garcia@lacity.org, kristen.gordon@lacity.org, mayor.garcetti@lacity.org, Paul.Habib@lacity.org, Martin.Schlageter@lacity.org, Kevin.Ocubillo@lacity.org, Clare.Eberle@lacity.org

Ms. Dickinson -

I am writing you to urge the Los Angeles City Council to adopt strong regulations of the billboard industry. The city-wide sign ordinance that was approved by the Planning Commission has my full support and hopefully will have the full support of the City Council and Mayor of our great city.

Our visual landscape is of tremendous value. Let's not give it away to the advertising industry. I support the ordinance because it will:

- Retain the 2002 ban on new off-site signs and eliminate exceptions to the ban that have led to a number of legal challenges. The ban applies to new signs as well as modifications to existing signs, such as conversions to digital.
- Deny amnesty to existing billboards that either lack permits or have been altered in violation of their permits.
- Restrict all new off-site signs, both conventional and digital, to sign districts in a limited number of high-intensity commercial areas currently zoned regional center or regional commercial. This restriction complies with federal court rulings on challenges to the off-site sign ban.
- Require all new off-site signs in sign districts to be offset by the takedown of existing off-site signs (i.e. billboards) in surrounding communities at a square footage ratio of 5 to 1 for conventional signs and 10 to 1 for digital signs.
- Establish a schedule of administrative penalties for sign code violations that are structured to act as a real deterrent to the erection of illegal billboards, supergraphic signs, and other sign types.

As an architect active in local politics, I trust that the City Council will recognize how important it is to manage our built environment for the benefit of all. Please feel free to contact me if you have any questions or if I can go into additional detail.

Thanks for your service to this great city!

Stuart Magruder, AIA, LEED
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