



Sharon Dickinson <sharon.dickinson@lacity.org>

RE: 11-1705 Citywide Sign Ordinance

Nancy Freedman <gjf165@gmail.com>

Mon, Apr 18, 2016 at 8:09 AM

To: Jose Huizar <councilmember.huizar@lacity.org>, Sharon Dickinson <sharon.dickinson@lacity.org>, eric garcetti <Mayor.garcetti@lacity.org>

Cc: larry watts <lwatts@seyfarth.com>, "Gilbert A. Cedillo" <councilmember.cedillo@lacity.org>, Felipe Fuentes <councilmember.Fuentes@lacity.org>, councilmember.harris-dawson@lacity.org, Mitch Englander <councilmember.Englander@lacity.org>

Sharon: Please have this posted in the file and distributed to committee members. Thank you, Nancy

Dear Chairman Huizar and Committee members:

The Brentwood Community Council (BCC) urges you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

- * Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
- * Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
- * Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.
- * Denies any amnesty to billboards without permits or out of compliance with their permits.
- * Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

The BCC has consistently been supportive of this version and would like it enacted.

Thank you,

Nancy Freedman, Emerita
Brentwood Community Council



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Lisa Gimmy <lisa@lglandscape.com>

Mon, Apr 18, 2016 at 11:05 AM

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

Cc: "mayor.garcetti@lacouncil.org" <mayor.garcetti@lacouncil.org>, "mike.bonin@lacity.org"

<mike.bonin@lacity.org>

To: Planning and Land Use Management Committee Councilmember Jose Huizar; Chair Councilmember Marqueece Harris-Dawson; Councilmember Gilbert Cedillo; Councilmember Mitchell Englander; and Councilmember Felipe Fuentes

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

Dear Chairman Huizar and Committee members:

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. This version helps protect our communities and neighborhoods because it:

1. Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
2. Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
3. Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.
4. Denies any amnesty to billboards without permits or out of compliance with their permits.
5. Prohibits billboards, banners and other forms of off-site signage in city-owned

parks and recreation facilities.

I request that my comments be posted in the file and distributed to committee members.

Sincerely,

Lisa Gimmy

3971 East Blvd.

Los Angeles, CA 90066



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705 Citywide Sign Ordinance Revisions

angel aftalion <angel_aft@msn.com>

Mon, Apr 18, 2016 at 11:07 AM

To: "Sharon.Dickinson@lacity.org" <sharon.dickinson@lacity.org>, "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>, "paul.koretz@lacity.org" <paul.koretz@lacity.org>, "alan.alietti@lacity.org" <alan.alietti@lacity.org>

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

Dear Chairman Huizar and Committee members:

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.*
- Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.*
- Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.*
- Denies any amnesty to billboards without permits or out of compliance with their permits.*
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.*

Sincerely,

ANGEL AFTALION

PLEASE POST OUR COMMENTS AND DISTRIBUTE IT TO COMMITTEE MEMBERS



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File #11-1705

David Beaulieu <dbeaulieu@earthlink.net>

Mon, Apr 18, 2016 at 11:42 AM

To: sharon.dickinson@lacity.org

Please post the following letter in the file and distribute a copy to committee members. Thank you.—D. Beaulieu

Dear Chairman Huizar and Committee members:

I very strongly urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
- Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
- Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.
- Denies any amnesty to billboards without permits or out of compliance with their permits.
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

Sincerely,

David Beaulieu

1336 Edgecliff Drive
Los Angeles, CA 90026
dbeaulieu@earthlink.net
323-663-6419

April 18, 2016

Re: Citywide Sign Regulations/Revision
CF#11-1705

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

Via E-mail

Honorable Chairman Huizar and Members of the PLUM Committee:

Meaningful sign regulations are long overdue! Therefore, I strongly urge you to **support the new Sign Ordinance Version B+** as approved by the City Planning Commission on 10/22/15. This version will offer more protections for communities and neighborhoods across the City of Los Angeles because it:

- a) Disapproves any AMNESTY for existing billboards that lack permits or have been altered in violation of their permits.
- b) Disapproves the “grandfathering” of any sign districts that weren’t approved or applied for in April, 2009, when the CPC approved the initial version of the new sign ordinance.
- c) Restricts any new off-site signs, including digital billboards, to sign districts in 22 areas zoned for high-intensity commercial use.
- d) Requires existing billboards to be taken down before any new off-site signs can go up in sign districts. The takedown ratio of existing signs to new signs would be 5 to 1 for conventional and 10 to 1 for digital.
- e) Sets administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage.
- f) Prohibits off-site signage in city parks and recreation facilities.

Thank you for your consideration,
Maria Fisk
Council District 12 Resident

Cc: Eric Garcetti, Mayor; Members of the Los Angeles City Council.



Sharon Dickinson <sharon.dickinson@lacity.org>

#11-1705 Citywide Sign Ordinance Revisions

Lau, Anna <alau@psych.ucla.edu>

Mon, Apr 18, 2016 at 1:28 PM

To: "Sharon.Dickinson@lacity.org" <Sharon.Dickinson@lacity.org>

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

Dear Chairman Huizar and Committee members:

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

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- Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
- Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.
- Denies any amnesty to billboards without permits or out of compliance with their permits.
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

Sincerely

Anna Chung
2017 Manning Ave
Los Angeles, CA 90025



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Brendan Kling <brendankling@mac.com>

Mon, Apr 18, 2016 at 3:35 PM

To: jose.huizar@lacity.org, mitchell.englander@lacity.org, felipe.fuentes@lacity.org, gilbert.cedillo@lacity.org

Cc: mayor.garcetti@lacity.org, Sharon.Dickinson@lacity.org

Dear Chairman Huizar and Committee members,

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
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- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

Please post my comments in the file and distribute to committee members.

Sincerely,
Brendan Kling



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Steven Kaufman <Steve@sgkla.com>

Mon, Apr 18, 2016 at 3:46 PM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, Councilmember Paul Koretz <Paul.Koretz@lacity.org>

Please post my comments in the Council file and distribute copies to all committee members

To: Planning and Land Use Management Committee:

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 Revisions

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- Denies any amnesty to billboards without permits or out of compliance with their permits.
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities

▪

Sincerely,

Steve Kaufman

Past President Westwood Homeowners Association



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

David Shiplacoff <davidship@gmail.com>
To: Sharon.Dickinson@lacity.org

Mon, Apr 18, 2016 at 3:59 PM

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

Dear Chairman Huizar and Committee members:

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

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- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

Sincerely,

David Shiplacoff



Sharon Dickinson <sharon.dickinson@lacity.org>

CF 11-1705 / Sign Ordinance (support version B+)

Barbara Broide <bbroide@hotmail.com>

Mon, Apr 18, 2016 at 4:41 PM

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

Cc: Alan Alietti <alan.alietti@lacity.org>, Paul Koretz - cd 5 <paul.koretz@lacity.org>, Faisal Alserri <faisal.alserri@lacity.org>, "Vince Bertoni - Planning Dept." <vince.bertoni@lacity.org>, "seleta.reynolds@lacity.org" <seleta.reynolds@lacity.org>, "kevin.keller@lacity.org" <kevin.keller@lacity.org>, "phyllis.nathanson@lacity.org" <phyllis.nathanson@lacity.org>

Attached please find our letter written on behalf of the residents of Westwood South of Santa Monica Blvd. Homeowners Association (WSSM) in support of the City Planning Commission's recommendations (Version B+) to Council on the pending Sign Ordinance (CF 17-1105).

I am also attaching a number of our earlier letters from some of the earlier PLUM meetings when the ordinance was considered as the council file number has changed over time. However, while the council file number may have changed, the issues have remained fairly constant as have the delays in consideration of this measure.

The most recent development related to this measure is a recently published **review of billboard distraction studies** that clearly show the dangers of digital billboards and their contributions to distracting drivers. This study is of the utmost importance as Los Angeles seeks to reduce fatalities on our streets. How can we as a City in good conscience pursue a strategy of reducing injuries and deaths on our roadways while ignoring data that demonstrates that digital billboards are a distracting element and can therefore contribute to accidents, injuries and death? This study certainly suggests that while we may elect to allow digital billboards within Sign Districts, that their placement must be very carefully considered and evaluated for impacts on traffic, proximity to complicated and/or congested intersections, bike lanes, etc. What may generate the highest revenues for outdoor advertising companies may be the worst placement decisions from a public safety point of view. I am attaching an article (<http://www.fairwarning.org/2016/03/digital-billboards/>) reporting on the traffic study done by Jerry Wachtel which contains a link to the full Wachtel study. I have copied the study's table of contents page and pasted it below, fyi. I trust members of the PLUM Committee will take the time to read the attached article and review the study.

We are nearing two dozen meetings on the proposed Sign Ordinance between PLUM and the City Planning Commission hearing dates. Is it foolish to hope that there will soon be some closure on this measure?

Thank you,

Barbara Broide, President
Westwood South of Santa Monica Blvd. HOA

Compendium of Recent Research Studies on Distraction from Commercial Electronic Variable Message Signs (CEVMS)

Prepared by Jerry Wachtel, CPE

President, The Veridian Group, Inc.

Berkeley, California

February 2016

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Full study to be found at:

<http://www.fairwarning.org/wp-content/uploads/2016/03/compendium-final-2-223.pdf>

Article reporting on study: FairWarning Reports


Evidence Mounts of Distraction Risks from Digital Billboards Along Roadways

By Paul Feldman on March 30, 2016

<http://www.fairwarning.org/2016/03/digital-billboards/>

3 attachments

 **WSSM to PLUM 4-18-16.doc**
43K

 **FairWarning article on Wachtel study 3-30-2016.doc**
230K

 **wssm-plum 11-1705 .pdf**
1220K

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

April 18, 2016

LA City Council Planning and Land Use Management Committee
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 Revisions

Dear Chairman Huizar and Committee Members:

We have been corresponding (see attached) and testifying before your committee and the City Planning Commission on provisions of a proposed Sign Ordinance for many years. We were earlier involved in supporting the adoption of the City's 2002 Sign Ordinance that effectively banned new billboards in the City of Los Angeles.

The proposed Sign Ordinance as adopted by the City Planning Commission on October 22nd of last year represents a balanced regulatory scheme that provides significant opportunities to outdoor advertisers by allowing for the placement of new billboard installations in clearly defined areas that qualify to be established as Sign Districts. This legislation represents a huge compromise beyond what was envisioned in 2002 when the billboard ban was enacted.

It dismays our Westwood South of Santa Monica Blvd. (WSSM) community and many around the City to know that efforts persist to weaken and undermine a balanced compromise. The PLUM Committee's most recent changes were not reflective of the spirit of compromise forged over the many years of hearings; it was a capitulation to the wishes of the outdoor advertising industry and their lobbyists. The City Planning Commission's review of those changes brought forth renewed efforts for a balanced ordinance – one that allows new billboard placements—including digital billboards--- and yet works to remove the blight of signage across the City.

We urge you to approve Version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. There is no reason for further delay other than to allow for time for industry lobbyists to visit community groups to offer community benefits in exchange for their support of a weakened ordinance. It is up to you as City Councilmembers to insist that communities will receive BOTH sign removal and community benefits as part of the new Sign Ordinance so that communities do not feel that they might have to accept new signage outside of sign districts in order to obtain community benefits. After all, the billboard industry is gaining access to LA City within Sign Districts to erect new signs ---- signs that would never be possible under the 2002 Sign Ordinance. In exchange for this opportunity which is a privilege worth a great deal of money to these companies, the City should expect to reap significant benefits for its many communities. To require anything less is a giveaway to the outdoor advertising industry. And, most certainly, any placement of signage outside of Sign Districts would be an invitation for litigation and would signal yet another round of costly and self-inflicted sign battles in court for the City. This should not be considered for even a very, very, very brief nano-second.

We support version B+ and hope that you, too, will endorse its provisions which include:

- Restricting of all new off-site signs, including digital billboards, to sign districts in a limited number of already defined high-intensity commercial areas.

- Requirements of mandatory takedowns of existing billboards in exchange for new off-site signs in sign districts at a ratio that can significantly reduce the number of billboards on the city's streets – 10 square feet of traditional billboards removed for each 1 square foot of new digital signage, and 4 square feet of traditional billboards removed for each 1 square foot of new traditional billboard placement.
- Adoption of the recommended schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations. These penalties are well researched and based upon New York City penalties that have been successfully implemented. Existing penalties such as those in Los Angeles are merely looked upon as part of the cost of doing business in LA and are not a deterrent that encourages compliance with the law.
- Denial of amnesty to billboards without permits or out of compliance with their permits. These signs should all be referred to the City Attorney's office for review to identify which signs are subject to enforcement action(s).
- Prohibition of billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

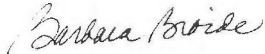
We cannot strongly enough urge action on and approval of Version B+ of the ordinance.

Delays only communicate to us the message that behind-the-scenes dealings with industry continue in earnest to further weaken the ordinance.

We ask that you take action that protects drivers, pedestrians and cyclists in our City, that works to protect our City's visual landscape, and which seeks to promote healthy communities by ridding the streetscapes of billboards (often used to promote unhealthful products). The courts have given the City an open path to enact clear and defensible legislation. Please approve version B+ of this ordinance without further delays, compromises, or loopholes!

Sincerely,

Sincerely,



Barbara Broide
President

Cc: Mayor Garcetti
Councilmember Paul Koretz, Faisal Alserri – CD 5
LA City Council c/o alan.aliotti@lacity.org

FAIRWARNING REPORTS

Evidence Mounts of Distraction Risks from Digital Billboards Along Roadways

By Paul Feldman on March 30, 2016



A billboard in Sarasota, Fla. (Scenic America)

Digital billboards clearly catch the eye of passing motorists. But what is also increasingly clear is that such distractions can heighten safety risks in heavy traffic and other complex driving conditions, a long-time roadway researcher says.

That conclusion by Jerry Wachtel, a traffic safety consultant and one-time Federal Highway Administration staffer, came from his recent review of billboard distraction studies conducted everywhere from Denmark to South Dakota.

The latest research, Wachtel says, provides persuasive evidence that billboards – particularly digital billboards — take drivers’ eyes off the road for dangerously long gazes. That’s a problem especially when the bright electronic displays change messages, which typically happens every six to eight seconds.

As Wachtel put it, “The more that commercial digital signs succeed in attracting the attention of motorists that render them a worthwhile investment for owners and advertisers, the more they represent a threat to safety along our busiest streets and highways.”

For his new assessment of the safety hazards raised by billboards, the Berkeley, Calif.,-based consultant evaluated nine academic, industry and government studies published in five countries since 2013. Among them was a Massachusetts study published this year that found that motorists, particularly older ones, seemed prone to glancing at digital billboards as they changed messages. All told, the study said, when people drive by digital displays, they spend “an increased percentage of time glancing off road.”

Separate, government-funded research last year on the impact of 18 digital billboards along high-speed roadways in Alabama and Florida found crash rates 25 percent to 29 percent higher near the signs than at control sites down the road. Many of the crashes near digital displays involved rear-end collisions or sideswipes that, according to Wachtel, are “typical of driver distraction.”

Spread of Digital Billboards

Some recent studies have focused on distractions caused by the brightness or the swift, relentless cycling of the digital ads — and on how such factors may have a stronger impact on new drivers and older drivers.

The Outdoor Advertising Association of America estimates that there are 6,400 digital billboards nationwide, up from 6,100 last summer. Steady growth has occurred despite opposition from some community activists and legal efforts by cities such as Los Angeles to limit or ban them.



Jerry Wachtel

For the advertising industry, digital billboards are a compelling option. A study commissioned by the OAAA last year showed that more than half the travelers surveyed who noticed a digital sign were “highly engaged, recalling the message on the screen every time or most of the time.”

This year’s Massachusetts study, which included participation by MIT, made a similar point. “It is likely that drivers find it nearly impossible to avoid a glance to digital billboards during switches between advertisements,” the report stated. “Perhaps the fact that humans are neurophysiologically predisposed to orient to motion or sudden change in the periphery is a marketing advantage of digital billboards.”

While that might be good news for advertisers, it also suggests that motorists were focused on something other than driving safely. Asked for comment on Wachtel’s findings, the OAAA cited a federal study released in 2013 that concluded that digital billboards were not distracting. “As FHWA prepared for in-the-field research,” the OAAA stated via email, “it indicated that more research would follow if the initial research identified problems. The agency says it does not plan further research.”

The FHWA did not respond to repeated requests for a comment for this story.

But as FairWarning has reported ([here](#) and [here](#)) , the federal study was controversial. It was hung up for several years due to flaws in measuring drivers' glances at billboards. Even after the study was released, it puzzled Wachtel and other reviewers; somehow billboards that were on one side of the highway in a draft version of the report were depicted as being on the other side of the road in the final version.

Higher Crash Risks

Among other things, the federal assessment said the longest recorded glance at an electronic billboard was 1.34 seconds. That contrasted with a [2013 Danish report](#) included in Wachtel's recent review.

The Danish study — which employed high-tech equipment, including a laser scanner and an eye-tracking system — reported glance durations of two seconds or longer in nearly 25 percent of cases. “Advertising signs do capture drivers’ attention to the extent that it impacts road safety,” the study’s authors concluded. According to Wachtel and other experts, glances of two seconds or longer make a crucial difference in safety in bad weather, heavy traffic and other circumstances.

What’s more, the Danish study included only conventional signs, and Wachtel says digital signs probably would draw even more long glances.

In the last three years, according to Wachtel’s new review, only the federal report and a Texas study prepared for the billboard industry failed to demonstrate links between digital signs and potential safety risks.

Wachtel’s concerns about digital billboards drew support from Mary Tracy, president of Scenic America, a non-profit organization that has long been critical of highway billboards on aesthetic grounds. She said the recent studies reviewed by Wachtel “prove pretty conclusively” that digital billboards distract drivers and that the federal government should take action to improve safety.

For Wachtel, president of The Veridian Group consulting firm, the new review is the third in a series of assessments he has produced since 2009. The reviews have been based on, overall, more than 60 research reports around the world on conventional and electronic billboards. Even after all of those studies, Wachtel said, “we can’t say statistically that the billboards cause accidents” unless further complicated and expensive research is carried out.

Still, he said, evidence is mounting that the risk of accidents increases in stressful driving conditions in places where digital signs “competed for the driver’s visual attention.” Factors that can have an impact, Wachtel said, include “demanding road, traffic and weather conditions, when travel speeds were higher, or when an unanticipated event or action occurred to which the driver had to respond quickly and correctly.”

- See more at: <http://www.fairwarning.org/2016/03/digital-billboards/#sthash.G8qBwItu.dpuf>

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

June 29, 2015

Los Angeles City Council PLUM Committee
Councilmember Jose Huizar, Chair
Councilmembers Gilbert Cedillo
and Mitchell Englander, Members
Via email: c/o sharon.gin@lacity.org

Re: Council File #11-1705 Revisions to the Citywide Sign Ordinance

Honorable Committee Members:

We write to urge a NO vote on the proposed billboard amnesty and the proposed conditional use permit process for new digital billboards. As a community of 3800 households in West Los Angeles that was greatly impacted by the initial wave of digital signs that resulted from the secret billboard settlement agreements, we have considerable first-hand experience as to the many negative impacts of digital signage on communities. Digital signs and any new billboards must be limited to placement in Sign Districts and, **those sign districts must be limited to locations in high-intensity commercial districts, as set forth in the pending citywide sign ordinance passed by the City Planning Commission.**

As you well know, allowing new digital billboards outside sign districts via a **conditional use process** will put the City's 2002 off-site sign ban at risk and could lead to companies putting up new commercial advertising signs of all types anywhere in the City. A CUP process would be a magnet for additional sign litigation, because each denied CUP would provide the basis for a new lawsuit. It would be extremely difficult if not impossible to maintain the kind of consistency needed to provide defense of the City's sign policy before the courts. What findings would be necessary? Have these been defined? How does an applicant meet the requirements? What must a community demonstrate in order to challenge a proposed citing? Will a CEQA analysis of proposed individual signs be required? Will standards for spacing be adopted that limits proximity of one digital sign at another?

A CUP process would allow Clear Channel and other billboard companies to put up new digital billboards on any commercial street in the city, as well as turn on the existing digital billboards turned off by court order two years ago. Many in the community banded together to file an amicus brief in the Summit case. That case successfully challenged the secret billboard settlements that were approved by the City and whose terms went unscrutinized by many of those policymakers who approved it. The City can ill afford to adopt a policy that leads to a new round of litigation.

The locating of digital signs on commercial streets does NOTHING to protect the residential properties that are located directly adjacent to them. Furthermore, with the

placement of residential mixed use buildings on commercially zoned streets, more and more residents will be living on such commercial corridors. You must understand that digital signs cause visual and light pollution 7/24 -- not only at night. (Night sky pollution is another negative impact of these digital signs.) It is virtually impossible to protect these residences from the negative effect of the intensely bright, constantly changing light of the billboards. We came to refer to the light intrusions from digital signs as a 24-hour digital sunrise.

The messages conveyed on these bright, constantly changing digital signs promote corporate products like fast food, alcohol, cars, movies and electronics have nothing to do with helping promote local businesses, and they degrade the character of local neighborhoods. The presence of these signs, pulsing all day and into the night has been documented to be an urban stressor -- adding to the psychological pressures felt by many in their proximity.

Digital billboards are designed to attract the attention of passing motorists, adding them as another **distraction** in our already congested streets is irresponsible. The City's earlier experience should have been enough of an eye-opener to provide ample evidence of the problems associated with digital signage. While the City attempts to reduce congestion, drivers watching digital signs instead of left turn signals and traffic lights contribute to avoidable traffic delays. While the City attempts to encourage bicycle riding and new pedestrian activity along "Great /Complete Streets" we have the potential of pedestrians and bicyclists being injured or killed by distracted drivers. Does citywide placement of digital billboards undermine the City's stated goals for ZERO FATALITIES as announced by DOT Director Reynolds? Ever stop at a traffic signal where the red light blends into the background colors of a digital sign? It happened in our neighborhood on a REGULAR basis.

Finally, there is an issue of social justice when it comes to the placement of signs and consideration of the adoption of policies to encourage digital signs in exchange for community benefits. Should communities desperate for amenities such as sidewalk repairs, park improvements and the like be faced with the devil's choice of inviting billboards into their communities in exchange for needed services? Will some communities be disproportionately impacted by the blight of digital signage? Will those signs help contribute to obesity, poor health choices, etc.? Councilmembers who may think that their residents would be happy to have digital signs may find out too late that the placement of those signs causes a backlash as impacts are realized.

The study submitted by the Planning Dept. and the CLA did not address the many issues pertaining to the possible placement of digital signs on public property. Does this mean that there should be no public property option or, that those seeking to establish digital signs on public property need only comply with the rules promulgated for private property?

The Planning Department rightly indicated that it needed time to consider and to draft guidelines governing digital signage -- a conclusion delivered after the Department convened the visioning sessions that were professionally facilitated and which brought together stakeholders from all areas and spectrums of the issue. It appeared to the community that such a policy initiative was placed on hold pending the availability of staff to address the matter. There were a number of key goals for that policy initiative and it is suggested that the PLUM Committee refresh itself with those goals and act to provide

the Planning Department with the staff needed to initiate and complete the six major tasks identified. Our recollection is that the Planning Department indicated that it could take two to three years to complete this task once staff was identified.

Billboards without permits or in violation of their permits should be examined on a one-by-one basis and enforcement action taken where evidence of violations exists.

The billboard industry should not be exempted from complying with city codes when other businesses and individuals are cited and prosecuted for violating city laws. How fortunate the City Council is to have a letter from the City Attorney indicating that the code is enforceable against many billboards lacking permits and in violation of their permits. He has also offered his office's resources to aid this enforcement effort. We urge you to move forward with the long overdue enforcement of violations. We cannot accept any proposed amnesty of illegal signs. To do so would be to allow the billboard companies to later count these unpermitted and violating billboards against any future takedown requirements. To this we simply say, NO WAY.

The Planning Dept./CLA report contains a section on sign **relocation agreements** (which we assume to be an attempt to address sign company interests in relocating their now deemed illegal digital signs shut down by the courts). The report seems to suggest that development agreements could be used by the City in order to authorize the relocation of existing signs. The report does not address how development agreements could be used to grant new signage rights that are not currently allowed under the City's zoning code. What makes the report's author believe that development agreements could withstand any legal challenges that test the City's consistency in enforcement of sign regulations.

The proposed sign ordinance has within it a schedule of fines for non-compliance based upon the New York City experience. That schedule has proven effective in reigning in rogue actors in the outdoor advertising industry. The City of Los Angeles has needed such a fine structure because past behavior of outdoor advertisers has demonstrated that the fines we have levied are viewed as an incidental cost of doing business. The City needs teeth to demonstrate its seriousness in establishing and enforcing the rule of law. To do anything less is to create a two tier process of compliance... one for average citizens and one for the outdoor advertising/billboard industry.

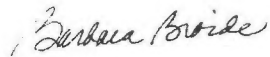
The intent of the City's 2002 sign ban must be respected. There must be an adequate mandatory **take-down requirement** such that the City does not experience any increase in signage and, in fact, is able to remove a vast majority of the signage that litters our landscape. Goals for sign removal should be established. Take-down requirements for digital signs must relate to the income/value that they generate. There will no doubt be ample opportunity for the placement of signs in Sign Districts across the City in high-intensity commercial zones. The outdoor advertisers should be grateful for this large exception to the 2002 sign ban that disallowed any and all new billboards. Their campaigns that attempt to confuse citizens and lead them to believe that digital signs are to be banned under the new Sign Ordinance are intentionally confusing and disingenuous. No one is trying to remove or halt such signage in places like LA Live and other recognized sign districts. However, each new sign district (and those listed in the Sign Ordinance as those sign districts to be adopted with the ordinance must be subject to an individual review process. (None of the proposed Sign Districts that have not

already had hearings, etc. are to be "grandfathered" and be exempt from the rules governing Sign Districts.)

We welcome the opportunity to provide support for the strong and consistent enforcement of sign laws in Los Angeles. We trust that our current Councilmembers understand that we must move forward to adopt the Sign Ordinance now along with practices to ensure its consistent application. The Wild West days of sign regulation in Los Angeles are over. The outdoor advertising industry is going to have to learn that it, too, must follow rules publicly vetted like everyone else.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Barbara Broide".

Barbara Broide
President

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

June 24, 12014

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

Via email c/o: Sharon.gin@lacity.org

Re: Sign Ordinance CF# 08-2020 and CF# 11-1705

Dear Chairperson Huizar and Committee Members Englander and Cedillo:

We have written to the PLUM Committee on many occasions pertaining to the pending Sign Ordinance. It pains us to see that its progress has slowed for our communities are desperate to have legislation that upholds the intent of the 2002 Sign Ordinance and provides tools for enforcement and protection from urban blight.

The current form of the ordinance has been greatly compromised since the City Planning Commission passed it out of its jurisdiction. We urge the Council to protect and adopt the fines defined in the proposed ordinance so that there can be some credibility behind the adopted ordinance. There is more than adequate precedence for such fines---coupled with the outdoor advertising industry's past "wild west" mentality where laws were intentionally broken and the meager fines levied viewed as a normal "cost of doing business." That business must stop. Average citizens must abide by the law and so should the outdoor advertising industry.

Many neighborhood councils and community organizations are opposed to parts of the proposed ordinance because the mandatory takedown requirement has been severely compromised. We must insist that the PLUM Committee revisit this topic and require a very minimum of a 2:1 takedown for any new signage erected and an 8:1 takedown when a new digital sign is placed. We all know that the value of a digital sign is significantly in excess of a traditional billboard sign. As digital signs are being allowed in sign districts and generate more impacts (and revenues) than traditional outdoor signage, it stands to reason that the takedown requirement be more than for a traditional billboard. We can think of many reasons for the pursuit of such an approach and believe that you should seriously consider them all.

We have fought long and hard to seek the removal of the digital signs that were erected as part of the secret billboard settlement agreements. Those signs must not be returned to operation under any circumstances and/or be "grandfathered in." There is no money that can compensate the City and its people for the blight that is spread by these signs that have never had to go through any vetting process, public hearings or the like. They are a pox on their neighbors and should be removed as quickly as possible. The courts

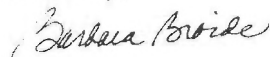
have deemed them to be the product of a poisonous agreement. We look to you to operationalize their rulings and remove them from our streets.

Our streetscapes, vistas and the sky should not be for sale at any price. Attempts to trade our city's landscape for billboards and the funds they might produce is a deal that should not be considered. Remember that it is very difficult to remove signs once installed and operational. We want to clean up our landscape of visual pollution and look to the PLUM Committee to be the guiding force behind that work. What good is it to preserve the land around the LA River if it is littered with billboards? What good is it to have a lovely observatory in Griffith Park if added nighttime light pollution generated from additional digital signs helps to block out our views of the starry heaven? When we preserve the fantastic historic marquis on Broadway's grand dames of the movie palaces, do we want to see their colorful neon lights and the architecture framing them, or a sign tacked onto the side of the building or towering over the rooftop?

We must look at the quality of life in our City and use the sign ordinance to make a marked improvement in our City's profile. It has been done successfully in other cities. LA can learn from those cities and start to clean up its (billboard) act!

We trust that the PLUM Committee's consideration of this ordinance will not take place in the dead of summer during August. The years spent tracking this measure by so many should not end quietly while folks are on vacation. Please provide ample notice for Neighborhood Councils and others to participate and to witness what we hope will be the adoption of an important piece of legislation that will help to shape our livable streets and healthy communities.

Sincerely,



Barbara Broide
President

cc: Paul Koretz, Shawn Bayliss, CD 5
Michael Logrande, Alan Bell, Daisy Mo, Tanner Blackman – LA City Planning Dept.
Dennis Hathaway, CBBB

Westwood South of Santa Monica Blvd
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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 was 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.

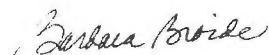
Finally as a neighborhood that "hosts" many digital signs (and as the neighborhood that has successfully challenged the placement of 3 digital signs in our area before the zoning administrator and WLA Area Planning Commission) we applaud efforts to regulate the brightness of digital signs in a manner 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

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

October 17, 2011

Chairperson Ed Reyes and Committee Members Jose Huizar and Paul Krekorian
c/o Michael Espinosa and Sharon Gin, Legislative Assistant

Via email: michael.espinosa@lacity.org, Sharon.gin@lacity.org
LA City Council Planning and Land Use Management (PLUM) Committee
Los Angeles City Hall
200 N. Spring Street
Los Angeles, CA 90012

Re: WSSM Opposes Numerous Sign Ordinance Revisions
Council File Nos. 08-2020 and 11-1705
PLUM Hearing - October 18, 2011, Agenda Item 3

Dear Councilmembers Reyes, Huizar and Krekorian:

We have previously corresponded with the PLUM Committee on the topic of revisions to the City's sign ordinance with our most recent communication being a letter of August 9, 2011. As you may remember, our community has a strong interest in reducing the negative impacts of commercial signage on our local area and on the quality of life in the City as a whole. We are "hosts" to a number of digital signs erected following the City's settlement agreements with Clear Channel and CBS Outdoor with a number of those signs being directly adjacent to residential properties. Given our experiences, we wish to speak loudly and clearly in opposition to a number of provisions in the proposed sign ordinance revisions. While a good attempt was made initially by the Planning Dept. and the City Planning Commission to limit the locations of new signage/sign districts to downtown and regional centers, there are so many loopholes and exceptions in the language that the current product is unacceptable. It exposes our City to a proliferation of future signage that is counter to the intent of the 2002 sign ordinance and later efforts of revision. We return to the motion of origin of Council File 08-2020 which said:

That Planning Department, in consultation with the Department of Building and Safety and the City Attorney, revise the sign ordinance to toughen and create easily enforceable time, place, and manner restrictions Citywide to protect neighborhoods; and also to provide clear criteria related to land use designations for sign districts.
OLD COUNCIL FILE 97-1370

The intent was to make signage standards stronger and to establish guidelines so that the 2002 sign ordinance could be enforced in line with more current court rulings. The purpose was not to create new loopholes that might allow the outdoor advertising industry with new ways to skirt the 2002 sign ordinance or with the opportunity to undermine the City's resolve to enforce the code.

The citizens of Los Angeles have waited a very long time for the City to “get its act together” and we stand firm in our resolve that lobbying by the sign industry and its representatives, along with interested property owners who stand to benefit from added signage rights, will not seize the day and dilute the intent of and revisions to the sign ordinance. Revisions must be in full compliance with the intent of the 2002 sign ordinance. We support the removal of the provision to allow for “donor signs.” We also support the removal of any provisions that could have allowed signage in our public parks. However, it is still necessary to strengthen the ordinance to guarantee that parks with so-called “interior spaces” could not be then designated as an allowable location for signage. We believe that all public property should be protected from commercial sign intrusion, and especially those properties where our children congregate and/or play.

A summary of our concerns follows:

Inadequate time to comment on new draft: In August we expressed our concerns related to the lack of adequate notice in advance of the August 9th hearing. Again, the community has been presented with inadequate time to respond to a new staff report. This time, the staff report was issued on October 5th for a hearing date of October 18th. While we are grateful to have had the opportunity to meet with Alan Bell and a group of community leaders prior to the release of the October 5th draft, it would be advisable to allow adequate time for neighborhood councils and interested parties to discuss any new proposed changes in the ordinance.

Significant changes in proposed amendments warrant return to City Planning Commission (CPC). One of the strongest reasons for a return to the CPC is the consideration of a “community benefits” option as opposed to a trade of old for new signage. This is a major shift in intent and will have significant impacts. We believe it is unacceptable. As the intent of the 2002 ordinance is to reduce signage and ban any new signs, the net impact of any revisions to the ordinance should seek to secure a NET REDUCTION in signage. The TRADING of a new sign for an old one is not adequate mitigation nor adequate compensation to the City for allowing the privilege of erecting a new sign-- in a sign district, comprehensive sign program or wherever. We believe that removal of existing billboards is the community benefit commensurate with the highly lucrative entitlement for new billboards and supergraphic signage within a sign district. Outdoor advertisers who are granted such an entitlement should NOT ONLY remove signs, they should ALSO contribute to a community beautification fund! But, the fund is not an acceptable mitigation when new signage is permitted. The City Planning Commission convened numerous meetings and held in-depth discussions in committee, subcommittee and during the public hearings in order to establish a balanced policy. Their effort to seek balance with sign removal should not be so seemingly easily disregarded.

Sign Districts: The CPC retained the sign district provision allowing off-site and other prohibited sign types in sign districts, but greatly limited the potential for negative impact on communities by allowing districts only in high-intensity commercial areas zoned regional commercial or regional center. The CPC also approved a provision that allowed property owners to erect these kinds of signs only after acquiring and removing existing billboards in the surrounding community at a more than one-to-one square footage ratio. The CPC voted to “grandfather” only two pending applications for sign districts under the current city sign ordinance. We are strongly opposed to the creation of additional special Sign Districts and especially those that are being presented as having been “in the pipeline” when a number of those have not been heard before any planning committees and have received no specific entitlements.

The revised ordinance now before the Planning and Land Use Management (PLUM) committee seriously undermines the CPC's intent by proposing to grandfather more than a dozen pending sign district applications and proposals for special signage in specific plan areas. This could result in hundreds of thousands of square feet of new off-site signage in the city without a single billboard being taken down. Sign reduction must be included in the agreements for the dozen additionally proposed sign districts (if they are allowed to proceed).

In NO CASE should specific plans be used to allow for new signs, sign districts, comprehensive sign programs, etc. As noted earlier, sign districts, if allowed, must be limited to downtown and regional centers. Specific plans may be used to create stronger regulations on signage within a community's planning area. It should be made crystal clear that specific plan documents cannot be used to allow for off-site signage or to create sign districts in a specific plan's area.

Comprehensive Sign Programs: The revised ordinance exempts properties enclosed by walls or other opaque constructions from the ban on new off-site signs and other sign regulations as long as the signs are not visible from the public-right-of-way or from any property other than the subject property. This could allow off-site (including digital) signs in city parks, recreational facilities, and other public properties as long as the property met the enclosure and visibility requirement. This loophole must be closed. The city should not be in the business of marketing commercial products and services to a captive audience of adults, youth, and children using public facilities. There should be no Comprehensive Sign Programs permitted on City property including parks, libraries, recreation centers, etc. Current language would appear to allow digital signage in CSP's so long as they are visible only from the subject property and do not exceed 10 percent of the total signage on the property. This will result in a net increase in the amount of off-site signage in the City – in conflict with the 2002 sign ordinance.

Off-site signs in Comprehensive Sign Programs in overlay districts and Specific Plan areas should continue to be regulated according to current law.

Sign Modification. The current proposal refers to variances of up to 20% increases in height and area as "minor". That is certainly a misnomer and a serious loophole. All modifications that increase the sign height or area should be subjected to the sign variance process.

Digital/ Electronic Signage: The CPC prohibited electronic signage outside sign districts, but the revised ordinance would allow them as on-site, or business signs anywhere in the city. The only regulations proposed are a minimum eight-second message duration and a daylight and night-time brightness limit. These regulations fail to address serious issues of energy use, traffic safety, light trespass on residential properties, change in community character, and potential for privacy invasion. At a minimum, a citywide moratorium should be placed on the installation of any new electronic signs and conversion of existing signs until regulations are in place that protect residents, motorists, pedestrians, communities and others from adverse effects.

We strongly support the creation of a study group within the Planning Dept. to establish regulations governing electronic signage (both on-site and off-site) in the City. There are significant quality of life, safety and legal ramifications to the unstudied permitting of such signage. It is important that the City move forward with a plan so that the digital signage does not become the newest scourge of our City... following in the footsteps of marijuana dispensaries and other blights. Unless PLUM and the CPC are willing to incorporate into the

current revisions strict guidelines on brightness, rotation and include buffer zones protecting all residential uses, then a moratorium on the installation of digital signage is in order. Furthermore, it was the stated intent of the PLUM Committee to move forward only with those aspects of the sign ordinance upon which there was significant agreement. There had never been discussions pertaining to on-site signage as earlier efforts determined that there should be separate consideration of on-site signage regulations. Therefore, it is extremely premature to allow for any electronic on-site signage. This must be halted. In addition to the safety, aesthetic and quality-of-life concerns noted above, the City has the responsibility to evaluate and regulate the carbon footprint of the city, energy usage, energy conservation, etc. An analysis independent of data that might be generated by the sign industry on these matters should be required.

Wall Signs: The CPC-approved ordinance prohibited any signs covering windows, but the revised ordinance would allow them in sign districts and comprehensive sign programs if the fire department certified that they did not present a safety hazard. While addressing possible flammability concerns, this measure fails to account for the fact that signage adhered to windows can degrade the view to the outside, and seriously affect the quality of life of tenants and neighbors of offices and apartments. This also opens the door to multi-story vinyl and fabric "supergraphic" signs covering entire sides of buildings, and blighting the visual environment of the City. As we are all well aware, the City cannot regulate the content of commercial sign messages.

Allow me to recount to you the sad story about a family in our neighborhood who had the ill fortune of living under the image of a five story supergraphic sign on nearby Pico Blvd. While all of the signs (and their night-time illumination, weekend installations, etc.) were an intrusion into the neighborhood's privacy and had a negative impact on the quality of life, it was the image of a nearly partially (un)dressed woman that was the straw that broke the camel's back for one family and resulted in their relocation outside of Los Angeles. The family could not bear to have their five year-old son "greeted" by the vision of this giant woman with plunging neckline watching over the family as they gathered to eat in their home or play in the yard. The sign was visible from street view and from second story bedroom windows from multiple blocks in the area. While flammability is an important issue, it is but one concern that warrants attention. These signs can have a devastating impact on all within their viewing field. Without significant protections and buffer zones for residential communities adjacent to sign districts and comprehensive sign programs, the City will not have done its job in revising the ordinance in a responsible manner.

Right of Private Action: The provision allowing property owners within 500 ft. of an illegal sign to file suit if the city fails to enforce citations was removed from the CPC-approved ordinance, but should be reinstated.

Signs in the Public Right of Way: The ordinance exempts signage in the public right-of-way from any regulations. This signage should be made subject to applicable regulations of the ordinance. We seek protections for scenic roadways/scenic highways that are so designated in the City's General Plan and other planning documents. In many cases, a scenic roadway is designated in the General Plan but may not be further named in community or specific plan. Those roadways must have full protection from commercial signage whether or not included in community or specific plans.


Sign Adjustment: The ordinance would allow a zoning administrator to approve a 20% deviation from sign area and height, location, projection and clearance, and time limits on temporary signs, and would allow variances for adjustments beyond 20%. These are far from "minor" adjustments and should not be allowed without a public hearing and appeal process.

Opportunities to remove existing illegal signage should be maximized. We continue to wait for the published inventory of signs in the city so that we may identify illegally placed signage for removal. We strongly support language that results in the elimination of all signage that is unlawful under the current code (or that was not granted a permit under prior regulations).

Enforcement: We applaud the City's drafting of civil penalties to be incurred in response to violations of the City's sign ordinance. The outdoor advertising industry has long demonstrated its arrogance and litigious nature when faced with compliance with codes that restrict its activities. The importance of maintaining the stated proposed fines cannot be underscored strongly enough. In fact, included in the fine structure should be an automatic annual increase tied to the consumer price index so that the City will not have to convene special hearings in order to keep the fines current. The final sign ordinance revisions must include strong enforcement provisions with accompanying large and growing fines for non-compliance. A permitting/inspection process must include the generation of funds to pay for a full team of inspectors able to inspect each sign annually. There may be opportunities for the City to explore the establishment of new enforcement teams that can better monitor compliance with City regulations. Such teams would be self-supporting from a financial point of view not drawing upon the General Fund for their cost.

Thank you in advance for your consideration. Please notify us of any and all upcoming meetings and/or hearings on matters pertaining to the sign ordinance and its revisions.

Sincerely,



Barbara Broide
President

cc: Councilmember Paul Koretz and Planning Deputy Chris Koontz, CD 5
Alan Bell and Daisy Mo, City Planning Dept.

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

August 8, 2011

Chairperson Ed Reyes and Committee Members Jose Huizar and Paul Krekorian
c/o Michael Espinosa, Legislative Assistant – Via email: michael.espinosa@lacity.org
LA City Council Planning and Land Use Management (PLUM) Committee
Los Angeles City Hall
200 N. Spring Street
Los Angeles, CA 90012

Re: WSSM Opposes Sign Ordinance Revisions /File No. 08-2020
PLUM Hearing - August 9, 2011, Item 5

Dear Councilmembers Reyes, Huizar and Krekorian:

Our community has a strong interest in reducing the negative impacts of commercial signage on our local area and on the quality of life in the City as a whole. Because of our community's location and the ability of advertisers to command high prices for advertisements placed in our vicinity, Council District 5 (and CD 11) have been the targets for many (and we would say a disproportionate number of) outdoor advertisement placements. We were therefore pleased to learn that the Planning Department was readying amendments and updates to the current sign ordinance. We participated in the earlier hearings held by the City Planning Commission which gave us hope that the City might adopt measures that would "make real" the 2002 off-site sign ordinance ban that was adopted by the Council nearly a decade ago. However, we cannot support the current ordinance under your consideration as written. We have many concerns.

Adequate notice in advance of the August 9 hearing has not been allowed. While posting requirements for the City have been met, the short time frame between the release of the draft and the PLUM meeting does not allow for meaningful discussion and evaluation of the proposed ordinance. WSSM has not been able to complete our analysis in the allotted time. We urge a continuation of the consideration for a minimum of 60 days to allow for our group, the neighborhood councils and others to be involved.

Proliferation of signage is possible under the proposed ordinance. The current sign code prohibits all new off-site signs (billboard ads) except in special sign districts and specific plans. By contrast, the proposed sign code will allow new off-site signs anywhere not visible from the street, in places such as outdoor shopping malls, school campuses, and parks.

Creation of new Sign Districts is unacceptable. We are strongly opposed to the creation of additional special Sign Districts. These districts fly contrary to the over-riding desire of the citizens of this City. The 2002 Sign Ordinance was specifically enacted in order to halt the proliferation of new off-site signage in the City. Sign Districts that have currently been approved should be allowed to continue. However, the long delay in bringing the ordinance for review at PLUM was not intended to be an open window for others to begin the process of seeking sign district status and/or of creating eligibility to be considered for being "grandfathered" into existence. Review of proposed districts that had not already been in review at the time of the CPC hearing should be discontinued. No additional districts should be considered. This is a serious flaw in the current ordinance draft.

Comprehensive Sign Program. We are concerned about provisions related to the creation of a Comprehensive Sign Program. We have problems with and oppose the "Three Tiered Approach to Deviations." Should the Comprehensive Sign Program be used to allow signage that would otherwise not be allowed, it would create a major loophole in the ordinance. Signage in parks is a particularly troublesome proposition; allowing otherwise prohibited signs (including digital and off-site signage) in parks (and elsewhere) is objectionable. The "three tiered approach" may allow otherwise prohibited off-site and temporary signs on other properties where the city may apply for a comprehensive sign program. We have not yet been able to evaluate how adjustments of 20% will affect on-site signs in our commercial areas.

The current proposal which refers to variances of up to 20 percent increases in height and area as "minor" is problematic and could be viewed as another potential loophole for circumventing the intent of the 2002 sign ordinance. Ordinance revisions should seek to reduce opportunities for exceptions. Any modifications that might be considered should be subjected to the sign variance process and carry with them significant community betterments, both financial and aesthetic.

Exceptions granted for larger developments are problematic. We are concerned about the impacts of allowances given should there be allowances to allow for larger signs interior to a larger development.

Sign Modification. The current proposal refers to variances of up to 20% increases in height and area as "minor". That is certainly a misnomer and a serious loophole. All modifications that increase the sign height or area should be subjected to the sign variance process.

Right of Private Action. We strongly support the inclusion of language that would provide for the right of private action. The City of Los Angeles has a well documented reluctance to initiate legal action, despite flagrant violation of the municipal code. Budget constraints may exacerbate the City's failure to act. "Frivolous" lawsuits seem rather unlikely given the cost of filing and the lack of potential monetary gain to the civic minded groups likely to file such an action. Delay in action until all courses of remedy are exhausted equates to a free ride for years for the offending parties. The past history of the City and its commitment to enforcement are evidence enough to justify right of private action.

The new "Donor Sign" definition (proposed LAMC Art. 4, Sec. 14.4.2) should be deleted. This definition (included for large university campuses and areas that are in the process of drafting a specific plan) arguably regulates content. It does not specify whether donor signs are recognized as off-site or on-site signs. The definition may provide a loophole for unregulated signage in areas that have existing specific plans in place that ban only "off-site commercial signage", with nothing specifically said about on-site donor signs, or off-site noncommercial/possibly "donor" signs.

The Off-Site Sign Definition (proposed LAMC Art. 4.4, Sec. 14.4.2) should be clarified. We support the Pacific Palisades Community Council's recommendation that the word "exclusively" be inserted before "used to advertise" in this definition – to be consistent with the definition of "on-site" signs and encompass all forms of commercial advertising.

Digital Signs. In an ideal world, the courts will rule to uphold the Summit case court decision thus throwing out the billboard settlements and removing the mechanism that allowed for the modernization of standard billboards to digital format. However, as we do not live and work in an ideal world, the City must prepare for any eventualities. CD 5 has long sought to have PLUM consideration of an ICO to provide protection against digital signage; however, (and very unfortunately), that motion has not been permitted to move forward. A process must be defined in the new ordinance that allows for better local governance of signage.

The only new digital signs that should be allowed in the City would be those that meet all size, placement and lighting restrictions and guidelines and lie within the small number of sign districts that have already received their entitlements.

One of the very core missions of government is to protect the safety and health of its citizens. If the City of Los Angeles takes this mission seriously, it will incorporate into the new ordinance language that will halt the installation of any new digital signage until after the completion of a federal traffic safety study currently underway. These signs are designed to catch the eye of the passing (or waiting) driver – thus placing all those on or near the roadways in danger. They have significant negative impacts on their neighbors who experience light, and sound intrusions. And, finally, they are energy hogs that will contribute to the City's carbon footprint if allowed to proliferate. The proposed regulations on brightness, message, impacts of light spillover and duration can be considered for existing digital signs (after those that should never have been erected are removed), but ignore the real problems created by the signs. We propose a moratorium on any new digital signage or conversion until resolution of the Summit case and until a comprehensive set of regulations is provided and subjected to public scrutiny.

Opportunities to remove existing illegal signage should be maximized. We continue to wait for the published inventory of signs in the city so that we may identify illegally placed signage for removal. We strongly support language that results in the elimination of all signage that is unlawful under the current code (or that was not granted a permit under prior regulations).

Enforcement: The final sign ordinance revisions must include strong enforcement provisions with accompanying large and growing fines for non-compliance. A permitting process must include the generation of funds to pay for a full team of inspectors able to inspect each sign annually. There may be opportunities for the City to explore the establishment of new enforcement teams that can better monitor compliance with City regulations. Such teams would be self-supporting from a financial point of view not drawing upon the General Fund for their cost.

Thank you in advance for your consideration. Please notify us of any and all upcoming meetings and/or hearings on matters pertaining to the sign ordinance and its revisions.

Sincerely,



Barbara Broide
President

cc: Paul Koretz and Chris Koontz, CD 5; Alan Bell and Daisy Mo, City Planning Dept.



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Jeff McDonough <music4picture@gmail.com>

Mon, Apr 18, 2016 at 4:55 PM

To: Sharon.Dickinson@lacity.org, mayor.garcetti@lacity.org

Dear Chairman Huizar and Committee members:

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
- Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
- Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.
- Denies any amnesty to billboards without permits or out of compliance with their permits.
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

Sincerely,

Jeff McDonough
1936 Whitley Ave
Hollywood 90068



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File: 11-1705

elena estrin <efestrin@gmail.com>

Mon, Apr 18, 2016 at 8:04 PM

To: sharon.dickinson@lacity.org

Cc: alan.alietti@lacity.org, mayor.garcetti@lacity.org

Dear Council:

I support the new Sign Ordinance (Version B+) as approved by the City Planning Commission on 10/22/15 and urge the PLUM Committee and City Council to adopt that version of the ordinance that:

- a) Disapproves any Amnesty for existing billboards that lack permits or have been altered in violation of their permits.
- b) Disapproves the "grandfathering" of any sign districts that weren't approved or applied for in April, 2009, when the CPC approved the initial version of the new sign ordinance.
- c) Restricts any new off-site signs, including digital billboards, to sign districts in 22 areas zoned for high-intensity commercial use.
- d) Requires existing billboards to be taken down before any new off-site signs can go up in sign districts. The takedown ratio of existing signs to new signs would be 5 to 1 for conventional and 10 to 1 for digital.
- e) Sets administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage.
- f) Prohibits off-site signage in city parks and recreational facilities

thank you for your consideration



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File: 11-1705

steve kandell <snkandell@gmail.com>

Mon, Apr 18, 2016 at 8:06 PM

To: sharon.dickinson@lacity.org

Cc: "alan.alietti@lacity.org" <alan.alietti@lacity.org>, mayor.garcetti@lacity.org

Dear Council:

I support the new Sign Ordinance (Version B+) as approved by the City Planning Commission on 10/22/15 and urge the PLUM Committee and City Council to adopt that version of the ordinance that:

- a) Disapproves any Amnesty for existing billboards that lack permits or have been altered in violation of their permits.
- b) Disapproves the "grandfathering" of any sign districts that weren't approved or applied for in April, 2009, when the CPC approved the initial version of the new sign ordinance.
- c) Restricts any new off-site signs, including digital billboards, to sign districts in 22 areas zoned for high-intensity commercial use.
- d) Requires existing billboards to be taken down before any new off-site signs can go up in sign districts. The takedown ratio of existing signs to new signs would be 5 to 1 for conventional and 10 to 1 for digital.
- e) Sets administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage.
- f) Prohibits off-site signage in city parks and recreational facilities

thank you for your consideration



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11=1705

Valerie Brucker <vbrucker@earthlink.net>

Mon, Apr 18, 2016 at 8:30 PM

To: "Sharon." <Dickinson@lacity.org>

RE: COUNCIL file #11-1705 City Sign Ordinance Revisions

Dear Chair Huizar and Committee members

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct 22, 2015. This version helps protect our communities and neighborhoods because it

- . restricts all new off-site signs...
- . Requires takedown of existing billboards in exchange for new off-site signs in sign district ...
- . Establishes a schedule of administrative penalties.....
- . Denies any amnesty to billboards without permits or out of compliance...
- . Prohibits billboards, banners and other forms of off-site signage in city-owned parks and

Sincerely,
Valerie Brucker
vbrucker@earthlink.net

Sharon: Please post my comments in the file and distributed to commit members. Thanks again



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File # 11-1705gns

Margaret <thehealyfamily1@verizon.net>

Mon, Apr 18, 2016 at 8:31 PM

To: "Sharon.Dickinson@lacity.org" <Sharon.Dickinson@lacity.org>

Cc: paul.koretz@lacity.org

Dear Chairman Huizar and members of PLUM Committee,

I urge you to approve version B+ of the citywide sign ordinance as adopted by the Planning Commission on October 22, 2015. Our community needs the protection called for in that version because it does the following:

- 1) disapproves any amnesty for existing billboard that lack permits or have been altered in violation of their permits.
- 2) disapproves the "grandfathering" of any sign districts that were not approved or applied for in April 2009.
- 3) restricts any new off-site signs, including digital billboards, to sign districts in 22 areas zoned for high-density commercial use.
- 4) requires existing billboards to be taken down before any new off-site signs can go up in sign districts.
- 5) Sets penalties for violations.
- 6). Prohibits off-site signs in parks and recreational facilities.

Thank you for your attention to the above request.

Sincerely,

Margaret Healy

Sent from my iPad



Sharon Dickinson <sharon.dickinson@lacity.org>

billboard letter of support

Robert F. Kennedy Institute <rfkinst@sbcglobal.net>

Mon, Apr 18, 2016 at 8:59 PM

Reply-To: "Robert F. Kennedy Institute" <rfkinst@sbcglobal.net>

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

Greetings, Ms. Dickinson:

My name is Dominga Pardo and I am the Initiative Coordinator at the Robert F. Kennedy Institute of Family and Community Medicine (RFKI), which is a non-profit organization serving the Harbor/ South Bay communities. Our organization works to improve the health and well-being of children and their families and among our projects is a billboard initiative, which is led by concerned, local parents in conjunction with RFKI to remove or replace billboards promoting unhealthy food for billboards with a healthy or neutral message. After providing nutritional education and an introduction to the initiative, we have formed a passionate and committed coalition who have surveyed our area and found an alarming number of billboards—many of which promote unhealthy food or unhealthy eating habits for the general community, but especially for young children. These billboards are strategically placed within the low-income communities that we serve, inundate the primary boulevard to attract as many individuals as possible, and surround areas such as daycares, head-starts, elementary schools, and recreational areas that cater to young children.

Attached, please find a letter supporting the approval of version B+ of the citywide sign ordinance, and be assured that this ordinance will benefit the children in our communities.

Thank you,

Dominga Pardo, Director

Robert F. Kennedy Institute

of Community and Family Medicine

544 N. Avalon Blvd. Suite #309

Wilmington, CA 90744

310-508-5578 cell phone



RFKI Letter of Support Plum Committe.pdf

455K

ROBERT F. KENNEDY INSTITUTE

OF COMMUNITY AND FAMILY MEDICINE

Dear Chairman Huizar and Committee members:

As a member of the Robert F. Kennedy Institute of Community and Family Medicine Parent Coalition and resident of Wilmington, I respectfully urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on October 2, 2015. We are a group of parents and a non-profit organization who have come together to address the overabundance of unhealthy food and beverage billboard advertisements in our communities. Billboards are one of the primary channels by which children are exposed to food marketing.

Additionally, studies have found an association between the number of outdoor food advertisements and obesity prevalence in the surrounding area. In our community many of these billboards are located next to places where children learn and play, such as preschools, schools, parks, and libraries. Based on an environmental scan we conducted earlier this year, there were over 30 billboards on a one mile stretch of Avalon Boulevard and many of these billboards advertised unhealthy foods and beverages. We also surveyed caretakers (parents and grandparents of children ages 0 to 5) in our community and found that 81.6% of respondents reported living within five miles of a fast food billboard advertisement. Additionally, 40.8% of respondents reported that their children usually or always requested fast food after seeing a fast food billboard. The close proximity of unhealthy food and beverage advertisements to where our children play and learn is contributing to negative eating habits.

While we recognize that there are legal limitations on regulating billboards based on content, we do appreciate that there is a provision in version B+ of the citywide sign ordinance to require the take down of existing billboards in exchange for new off-site signs. This is an encouraging step in the right direction. We would also suggest that the City prioritize the take down of billboards located within a 1,000 radius of where children learn and play. This would prevent our children from adopting unhealthy behaviors. Below is an image of what this protective barrier would look like.

There is a critical need for strategies to address unhealthy marketing of foods and beverages to children. Approval of version B+ of the citywide sign ordinance provides not only a sensible approach to regulating billboards but also has the potential to create healthier communities.

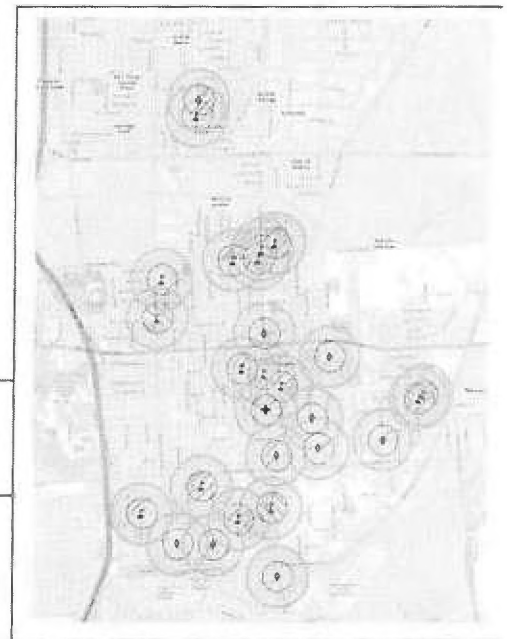
We urge you take into consideration our children's health and well-being as you make your decision on this matter.

Sincerely,



Dominga Pardo, Director
Robert F. Kennedy Institute
of Community and Family Medicine

Symbols mark the location of preschools, schools, parks and libraries. A 1,000 radius is represented by the yellow circles.





Sharon Dickinson <sharon.dickinson@lacity.org>

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

Robert Portillo <r.portillo@ymail.com>

Mon, Apr 18, 2016 at 11:38 PM

Reply-To: Robert Portillo <r.portillo@ymail.com>

To: "Sharon.Dickinson@lacity.org" <Sharon.Dickinson@lacity.org>

Cc: "mayor.garcetti@laci.org" <mayor.garcetti@laci.org>, "councilmember.wesson@lacity.org" <councilmember.wesson@lacity.org>, "councilmember.harris-dawson@lacity.org" <councilmember.harris-dawson@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>, "councilmember.fuentes@lacity.org" <councilmember.fuentes@lacity.org>

Dear Ms Dickinson,

Please post the attached letter in Council file #11-1705, Citywide Sign Ordinance Revisions, hearing April 19, 2016, and distribute my letter to committee members. Thank you.

Sincerely,

Robert Portillo

For the 16th Place Neighborhood Association

cc: Mayor Eric Garcetti
Herb Wesson Jr. Los Angeles City Council President, CD 10
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes



Letter to PLUM Re Signage Ban 41816.doc

791K

16th PLACE NEIGHBORHOOD ASSOCIATION

4501 W. 16th Place, Los Angeles, CA 90019
310-935-6868

April 18, 2016

Councilmember Jose Huizar, Chair
Planning and Land Use Management (PLUM) Committee
City Hall
200 North Spring Street, Room 350
Los Angeles, CA 90012

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

Dear Chairperson Huizar and Committee members,

Unlike any other neighborhood in the Mid-City area, the 4500 Block of W. 16th Place is now confronted by Mid-Town Crossing's intrusive and offensive slab wall obfuscating our landmark views of the Hollywood Hills, the Foothills, the Hollywood Sign, and the Griffith Park Observatory. The building wall has created a sound chamber amplifying and reverberating excessive noise throughout our neighborhood; and the neighborhood remains confronted with illegal off-site Sprint signage. Of the 11 signs without permit and in non-compliance with Los Angeles City Building Code, case #501237, 5 illegal off-site Sprint signs currently remain without permit (Sprint is not a tenant of Mid-Town Crossing, please see photos).

The 16th Place Neighborhood Association strongly urge you to deny any amnesty to billboards without permits or out of compliance with their permits. Restrict all new off-site signage, including digital billboards, to sign districts in a limited number of high-intensity commercial areas. Please consider significantly reducing the number of billboards on our city's commercial streets, and establish a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to ignore sign regulations. Further, protect our city-owned parks and recreation facilities by prohibiting billboards, banners and other forms of off-site signage, they damage the visual landscape.

Finally, this is an opportunity to help protect our communities and neighborhoods. The 16th Place Neighborhood Association strongly urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015.

Sincerely,



Robert Portillo

For the 16th Place Neighborhood Association

cc: Mayor Eric Garcetti
Herb Wesson Jr. Los Angeles City Council President, CD 10
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes



