

P.O. Box 27404  
Los Angeles, CA 90027  
323-663-1031  
[president@hillsidefederation.org](mailto:president@hillsidefederation.org)  
[www.hillsidefederation.org](http://www.hillsidefederation.org)



PRESIDENT  
Marian Dodge  
CHAIRMAN  
Charley Mims  
VICE PRESIDENTS  
Mark Stratton  
Wendy-Sue Rosen  
SECRETARY  
Donna Messinger  
TREASURER  
Don Andres

PLUM Committee  
City Hall  
200 N. Spring Street  
Los Angeles, CA 90012

January 14, 2013

Re: **Citywide Sign Ordinance CF #08-2020**

Beachwood Canyon Neighborhood  
Bel Air Knolls Property Owners  
Bel Air Skycrest Property Owners  
Bel Air Ridge Association  
Benedict Canyon Association  
Brentwood Hills Homeowners  
Brentwood Residents Coalition  
Cahuenga Pass Property Owners  
Canyon Back Alliance  
Crests Neighborhood Assn.  
Franklin Ave./Hollywood Bl. West  
Franklin Hills Residents Assn.  
Highlands Owners Assn.  
Hollywood Deli Civic Assn.  
Hollywood Heights Assn.  
Hollywoodland Homeowners  
Holmby Hills Homeowners Assn.  
Kagel Canyon Civic Assn.  
Lake Hollywood HOA  
Laurel Canyon Assn.  
Lookout Mountain Alliance  
Los Feliz Improvement Assn.  
Mt. Olympus Property Owners  
Mt. Washington Homeowners All.  
Nichols Canyon Assn.  
N. Beverly Dr./Franklin Canyon  
Oak Forest Canyon Assn.  
Oaks Homeowners Assn.  
Outpost Estates Homeowners  
Pacific Palisades Residents Assn.  
Residents of Beverly Glen  
Roscomare Valley Assn.  
Shadow Hills Property Owners  
Sherman Oaks HO Assn.  
Studio City Residents Assn.  
Sunset Hills Homeowners Assn.  
Tarzana Property Owners Assn.  
Torreyson Flynn Assn.  
Upper Mandeville Canyon  
Whitley Heights Civic Assn.

Dear Councilmembers Reyes, Huizar, and Englander:

The Federation of Hillside and Canyon Associations, Inc. representing 40 homeowner and resident associations spanning the Santa Monica Mountains, generally supports the provisions in the Sign Ordinance as drafted December 10, 2012. While not perfect, the proposed ordinance has carefully considered many of the issues raised by digital billboards. The Federation has voiced its opinion on the Sign Ordinance many times. We iterate our position.

- The Ordinance must limit off-site signage to designated Sign Districts in regional commercial areas.
- The Ordinance must prohibit commercial advertising of any kind in city parks.
- The Ordinance must require that new off-site signage in Sign Districts be offset by the removal of billboards in surrounding communities.
- The Ordinance must include penalties significant enough to deter sign companies from violating the Ordinance.

Recent motions by City Council to circumvent the law and the decision of the Court of Appeal are an embarrassment to the City.

It is vitally important to the Federation's more than 200,000 constituents and indeed to the more than 250,000 people in each council district that we preserve the aesthetic beauty of Los Angeles and preserve the quality of life for everyone by regulating signage as called for in the December 10 Sign Ordinance. It has already been reviewed by the City Attorney's Office and should be sent to City Council forthwith.

Thank you for your careful consideration of our request.

Sincerely,

*Marian Dodge*

Marian Dodge

CHAIRPERSONS EMERITUS  
Shirley Cohen  
Jerome C. Daniel  
Patricia Bell Hearst  
Alan Kishbaugh  
Gordon Murley  
Steve Twining  
Polly Ward

CHAIRMAN IN MEMORIAM  
Brian Moore



Etta Armstrong <etta.armstrong@lacity.org>

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## Fwd: Please Pass Sign Ordinance

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:12 AM

----- Forwarded message -----

From: **Derek Ryder** <derekryder.101@gmail.com>

Date: Mon, Jan 21, 2013 at 1:25 PM

Subject: Please Pass Sign Ordinance

To: sharon.gin@lacity.org

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

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman

Councilman Jose Huizar

Councilman Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

Derek Ryder



Etta Armstrong <etta.armstrong@lacity.org>

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## Fwd: Pass the Sign Ordinance NOW

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:13 AM

----- Forwarded message -----

From: **David Ewing** <SeriousBus@aol.com>

Date: Mon, Jan 21, 2013 at 11:37 AM

Subject: Pass the Sign Ordinance NOW

To: sharon.gin@lacity.org

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

Dear PLUM Committee Members:

I urge you to pass the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. The recent 9th Circuit ruling removes the last real obstacle to passing this much needed ordinance after years of back room dealing, posturing, lawsuits, equivocation and obfuscation. The courts and your City legal staff have spent years successfully clearing away the legal underbrush. The time has come for a City with any self respect to move forward. You have had years to consider the issues involved in this ordinance.

The sentiment against digital billboards is overwhelming throughout the city. People see it as an issue of both blight and corruption. The process through which they were installed was blatantly crooked, as the court made clear. The continuation of this process by further finagling would be unconscionable.

The longterm failure to come to terms with this overwhelming source of blight and to prevent so much illegal activity by a predatory industry has made our City government the object of much cynicism within and without. The court has provided you with a great opportunity to get the City's house in order. Please live up to this opportunity.

Yours Sincerely,  
David Ewing  
1234 Preston Way,  
Venice, 90291

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

Your name (and address if you wish to include it)

Use an email subject line like "Pass the Sign Ordinance Now" and email your comments to the committee's legislative

January 21, 2013

Re: Council File #s: 08-2020,11-1705

Planning and Land Use Management Committee  
Councilmember Ed Reyes, Chair  
Mitch Englander, Councilmember  
Jose Huizar, Councilmember  
City Hall, Los Angeles, CA 90012

Via Email: sharon.gin@lacity.org

Honorable Members of the PLUM Committee:

As a resident of Granada Hills, I am all too familiar with the non-stop negative impacts that an over-concentration of billboards has brought to our commercial districts and the failure of outdoor advertising agencies to respond in an appropriate manner to the needs of our community. As I drive through various areas of this City, I notice that in the quest to be noticed billboards are larger, brighter, and more distracting than ever before. Entire buildings and parking structures are draped in vinyl signage that not only obscures the beauty of the architecture but obstructs windows and the views from within those structures. Additionally, fire officials have deemed supergraphic signs that cover multistory buildings a safety hazard. Because of these experiences, I am intently watching and awaiting the enactment of a Sign Ordinance that has the potential to rein in the proliferation of intrusive billboards and unwanted sign placement in city parks.

I am respectfully requesting that you:

- **OPPOSE ANY ACTIONS that would undermine the recent Appeals Court decision that invalidated the City's Billboard settlements with Clear Channel and CBS outdoor.**
- **Adopt the sign ordinance as before the PLUM Committee in 2012 and as reviewed by the City Attorney's office without changes that attempt to grandfather or legalize the now illegal digital billboards.**
- **Refrain from considering measures (CF 12-1611, CF12-1611-S1) to legalize or give amnesty to the illegal digital signs erected under the now illegal billboard settlement agreements.**
- **Adopt measures that will prohibit billboards or ad campaigns in public parks.**

Any issues that have not already been addressed in the pending Sign Ordinance can be reviewed and evaluated for consideration after the Sign Ordinance has been adopted. Any last minute efforts to change the ordinance to circumvent the Summit Medial Appeals Court Ruling must be resisted. I am asking that **you pass this ordinance now**, as vetted by the City Attorney's Office and **firmly resist any efforts to weaken its provisions!**

Appreciate Your Consideration,  
Maria Fisk



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**Fwd: Pass the Citywide Sign Ordinance NOW**

1 message

Sharon Gin &lt;sharon.gin@lacity.org&gt;

Tue, Jan 22, 2013 at 8:13 AM

To: Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

----- Forwarded message -----

From: **Book, Jan** <jan@janbook.com>

Date: Sun, Jan 20, 2013 at 6:42 PM

Subject: Pass the Citywide Sign Ordinance NOW

To: sharon.gin@lacity.org, michael.espinosa@lacity.org

Cc: councilmember.reyes@lacity.org, councilmember.huizar@lacity.org, councilmember.englander@lacity.org, Ban Billboard Blight &lt;info@banbillboardblight.org&gt;

To: Planning And Land Use Management Committee Councilmember Ed P. Reyes, Chair  
 Councilmember Jose Huizar  
 Councilmember Mitchell Englander

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

Jan Book

4333 Washington Blvd. #415

Marina del Rey, CA 90292

310/578-7508

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**From:** <Book>, "Book, Jan" <jan@janbook.com>
**Date:** Mon, 10 Dec 2012 17:13:42 -0800**To:** <sharon.gin@lacity.org>, <michael.espinosa@lacity.org>**Cc:** Ban Billboard Blight <info@banbillboardblight.org>**Conversation:** Council File 08-2020 Citywide Sign Ordinance**Subject:** Council File 08-2020 Citywide Sign Ordinance

To: Planning And Land Use Management Committee Councilmember Ed P.

Reyes, Chair  
Councilmember Jose Huizar  
Councilmember Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance

To Whom It May Concern:

I have been waiting since last August for the City of LA to act on this sign ordinance.... it is time to ACT now.

I live in the Venice/Marina del Rey area and from my home windows, I can count 6 digital signs and 6 non-digital signs which are as large as some homes in the area, and they are all bright with light from when I wake in the morning until I go to sleep at night. The advertising is relentless and constantly shouts at me throughout the day.

Do not let the sign companies and their lobbyists continue to water down and delay action.

We need to protect our city parks from advertising signs, get rid of billboard blight around sign districts, and have stiff penalties for those who put up illegal signs.

I am opposed to grandfathering sign districts and tier 2 sign districts, because these will allow more off-site signage with a reduction in existing billboards, but we believe that our city will be best protected if we get this ordinance on the books now and then work to strengthen it.

Sincerely,

Jan Book  
4333 Washington Blvd. #415  
Marina del Rey, CA 90292  
310/578-7508



Etta Armstrong <etta.armstrong@lacity.org>

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## Fwd: Pass the Sign Ordinance (Council File 08-2020)

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:14 AM

----- Forwarded message -----

From: **Curt Steindler** <Lawrax@lawrax.com>

Date: Sun, Jan 20, 2013 at 5:36 PM

Subject: Pass the Sign Ordinance (Council File 08-2020)

To: michael.espinosa@lacity.org, sharon.gin@lacity.org

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

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman  
Councilman Jose Huizar  
Councilman Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Simply put, digital billboards do not belong in our communities. Not only do they create unsafe driving conditions by distracting drivers but they also add to light pollution in our city, often in residential areas where Los Angelenos have their sleep disturbed.

Please distribute my comments to the members at the Jan. 22 meeting.

Sincerely,

Curt Steindler

11901 Santa Monica Blvd #616

Los Angeles, CA 90025





PO Box 29155  
Los Angeles, CA 90029-0155

January 14, 2013

Councilmembers Reyes, Huizar, and Englander  
Los Angeles City Council Planning, Land Use Management Committee  
200 N. Spring Street  
Los Angeles, CA 90012

Re: Council File 08-2020 Sign Ordinance (public comment for January 24, 2013 meeting)

Dear Councilmembers Reyes, Huizar and Englander,

We have previously expressed our concerns regarding discussion and attempt to facilitate the selling of commercial advertising in our city parks. At the recent December 2012 PLUM Committee hearing, again there was ambiguous language proposed which hints of a further new attempt. We remind you that in 2011, the PLUM Committee directed Planning staff to ensure that nothing in the final wording of ordinance 08-2020 could be interpreted to allow advertising in parks. We appreciate that the Committee stay firmly with that theme.

These are our two main concerns regarding the December 2012 Committee meeting:

1. First, the new Tier 2 Sign District provision could be a loophole, within which city parks become vulnerable. Do not allow Tier 2 Sign Districts at all.
2. The Los Angeles Zoo is Open Space zoned land and is wholly within Griffith Park. As such it should not be considered eligible for becoming a Sign District. Sign Districts are for commercial and industrial zoned land, otherwise there is no land-use basis for Sign Districts whatsoever.

Specific language precluding commercial advertising in our parks should be adopted. Sign Districts of any kind should not be allowed in city parks.

We do, however, support policy procedures for donor signs or sponsor signs to be allowed in public space, such as for banners sports leagues. Department of Recreation and Parks can be tasked to formulate strict criteria for such donor or sponsor signs for our parks, taking into account community input.

Children need parks as the last remaining public space unmarked by commercialism. Parks should be a place for children to enjoy the outdoors and unleash their creative talents within themselves, rather than be exploited by messages to which they are inevitably vulnerable. Please don't open up any possibility for advertising in our parks. It is not what residents want.

Sincerely,

Caroline Schweich  
President

Cc: Councilmember Tom LaBonge



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

## Fwd: Sign Ordinance: Pass it NOW!

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:14 AM

----- Forwarded message -----

From: **Sheri A Saperstein** <sherisaperstein@gmail.com>  
 Date: Sat, Jan 19, 2013 at 7:30 PM  
 Subject: Sign Ordinance: Pass it NOW!  
 To: sharon.gin@lacity.org  
 Cc: councilmember.reyes@lacity.org, councilmember.englander@lacity.org, councilmember.huizar@lacity.org

With my appreciation, please distribute my comments following to PLUM committee members for the Jan. 22 meeting.

January 19, 2012

To: Planning and Land Use Management Committee, City of Los Angeles  
 Councilman Ed Reyes, Chairman  
 Councilman Jose Huizar  
 Councilman Mitchell Englander  
 Re: Council File 08-2020 Citywide Sign Ordinance Revisions  
 Dear Committee Members:

Yet again, I write to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. I am very angered that the City and PLUM continue to needlessly delay approval of these provisions so desperately needed to maintain safety and quality-of-life in Los Angeles.

Driving in our horribly, horribly overly congested city is filled with distractions and requires the full attention of our drivers - it is unconscionable to threaten public safety by purposely deflect drivers' attention from the responsibility of driving. Think for just a moment of what it would mean to lose a loved one's life or limb. With a growing elderly population, the imperative to limit needless distraction grows ever more urgent.

This ordinance - with its wording already approved by the City Attorney - is urgently needed to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

SPECIFICALLY, PLUM needs to:

\*\*\* Limit off-site digital signage such as billboards to special sign districts, where they can be strictly regulated to avoid negative affects on residential neighborhoods and traffic. These sign districts would be limited to intensive commercial areas such as large shopping and entertainment centers, thus precluding digital billboards from appearing on regular commercial streets.

\*\*\* Prohibit signage such as large supergraphic banners and wall and fence wraps advertising commercial products and services in city parks and recreation areas.

\*\*\* Increase penalties for maintaining illegal signs to a level that can serve as a real deterrant to companies tempted by large profits to cover buildings with supergraphic signs or maintain billboards that were put up or altered without permits.

\*\*\* Require new off-site signage in sign districts to be offset by the removal of existing billboards from the surrounding communities, thus reducing neighborhood blight.

Sincerely,  
Sheri A. Saperstein  
500 So Barrington Ave., #6  
Los Angeles, CA 90049-4372



Etta Armstrong <etta.armstrong@lacity.org>

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## Fwd: Pass the Sign Ordinance Now!

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:14 AM

----- Forwarded message -----

From: **Carol Easton** <easton525@gmail.com>  
Date: Sat, Jan 19, 2013 at 4:05 PM  
Subject: Pass the Sign Ordinance Now!  
To: sharon.gin@lacity.org

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman  
Councilman Jose Huizar  
Councilman Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

Carol Easton  
525 Venice Way  
Venice 90291



Etta Armstrong <etta.armstrong@lacity.org>

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## Fwd: Pass the sign ordinance.

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:14 AM

----- Forwarded message -----

From: **Buddy New Orleans** <buddyno1928@gmail.com>

Date: Sat, Jan 19, 2013 at 12:17 PM

Subject: Pass the sign ordinance.

To: michael.espinosa@lacity.org

Cc: sharon.gin@lacity.org, reyes@lacity.org, huizar@lacity.org, englander@lacity.org

Please pass the sign ordinance now! No more visual pollution is acceptable.



Etta Armstrong <etta.armstrong@lacity.org>

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## Fwd: Sign Ordinance

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:15 AM

----- Forwarded message -----

From: **Jay Ross** <ross\_jay@hotmail.com>

Date: Fri, Jan 18, 2013 at 9:31 PM

Subject: Sign Ordinance

To: councilmember.reyes@lacity.org, councilmember.huizar@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

To City PLUM and Council:

I support Ban Billboard Blight's position below 100%.

I live on the Westside, and I do not want you to cut a deal with the billboard companies for a share of revenue.

Don't delay this vote, and don't work behind the scenes with the billboard companies.

You represent us, not them.

We have them on the ropes and they are continually losing court cases. We don't have to cut any deal, they're about to lose and have NO leverage.

Jay Ross  
 1721 Granville Ave.  
 West LA 90025

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Email not displaying correctly? [View it in your browser.](#)

### Proposed Citywide Sign Ordinance: No Further Delay!

Last month, we asked you to send e-mails and attend the City Council's PLUM committee meeting to urge passage of

the new citywide sign ordinance that has been in the works now for more than four years. Your response was terrific, but in spite of the many emails and people taking the time from their busy lives to show up in person, the committee summarily postponed action until this coming Tuesday, Jan. 22. \_

No real reason was given for this postponement, but there is reason to believe that lobbyists for Clear Channel and other billboard companies want to include some provision regarding the 100 digital billboards the court has ruled were put up illegally. This would not only be a travesty of justice, but would completely undermine our successful fight to include in the new ordinance a limit on any new digital billboards to sign districts in high-intensity commercial and entertainment areas. There these signs would be subject to strict regulations regarding brightness, visibility to residences, hours of operation, among others, as well as require a takedown of conventional billboards in the surrounding neighborhoods.

So we are asking you once more to take a few minutes to send an email to the committee urging that the sign ordinance now before them be approved and sent to the City Council without any changes, particularly with regard to legalizing existing digital billboards. See sample letter below, but please consider putting your communication in your own words. As always, a few words about how you are personally affected by digital billboards or other forms of sign blight can be very effective.

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**Fwd: Support for Removal of Digital Billboards in LA**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:15 AM

----- Forwarded message -----

From: **Reagan McClymonds** <rmcclymonds@peoplepc.com>

Date: Fri, Jan 18, 2013 at 8:15 PM

Subject: Support for Removal of Digital Billboards in LA

To: councilmember.reyes@lacity.org, councilmember.huizar@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org, councilmember.rosendahl@lacity.org

Regarding the upcoming PLUM hearing on 1/22, I wanted to voice my support for the removal most, if not all, digital billboards in Los Angeles.

They are spreading like wildfire and the leaders of this city, who have been entrusted with its welfare, should be embarrassed and ashamed that our city looks the way it does. Please spare us the argument about the benefits they provide because what little benefits they provide come at an inordinate cost in the form of blight, political favoritism, and reduced property values.

Reagan McClymonds  
11677 Goshen Avenue, #110  
Los Angeles, CA 90049





Etta Armstrong <etta.armstrong@lacity.org>

**Fwd: Pass the Sign Ordinance!**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:16 AM

----- Forwarded message -----

From: **Richard Parks** <richard@redeemercp.org>  
Date: Fri, Jan 18, 2013 at 7:40 PM  
Subject: Pass the Sign Ordinance!  
To: Ed Reyes <councilmember.reyes@lacity.org>, Jose Huizar <councilmember.huizar@lacity.org>, councilmember.englander@lacity.org  
Cc: sharon.gin@lacity.org, Bernard Parks <councilmember.parks@lacity.org>

Dear Ms. Gin: Please distribute to the committee members for the January 22 meeting. Thank you.

\* \* \* \* \*

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman  
Councilman Jose Huizar  
Councilman Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to **protect our communities from the negative effects of sign blight**, and to **discourage the blatant disregard of sign laws** that blanketed the city with illegal signs in the past. In particular, I urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

Richard Parks

2706 Brighton Ave., Los Angeles, CA 90018



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**Fwd: PASS SIGN ORDINANCE NOW!**

2 messages

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**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:15 AM

----- Forwarded message -----

From: **Evelyn Stern** <stern123@earthlink.net>

Date: Fri, Jan 18, 2013 at 7:48 PM

Subject: PASS SIGN ORDINANCE NOW!

To: sharon.gin@lacity.org

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

*Please distribute to committee members for January 22 meeting*

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman  
 Councilman Jose Huizar  
 Councilman Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

Evelyn Stern, 12367 Deerbrook Lane, L.A. 90049  
 stern123@earthlink.net

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**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:16 AM

----- Forwarded message -----

From: **Jo Perry** <joaperry@gmail.com>

Date: Fri, Jan 18, 2013 at 5:45 PM

Subject: PASS SIGN ORDINANCE NOW!

To: sharon.gin@lacity.org, councilmember.reyes@lacity.org, councilmember.huizar@lacity.org, councilmember.englander@lacity.org

DEAR MS. GIN:

PLEASE DISTRIBUTE MY COMMENTS BELOW TO COMMITTEE MEMBERS AT THE JAN. 22 MEETING.

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past.

The electronic signs are destroying the quality of life in this city.

In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

Dr. Jo Perry

3730 Mound View Avenue

Studio City, CA 91604

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Jo Perry

"A book, too, can be a star, a living fire to lighten the darkness, leading out into the expanding universe."

— Madeleine L'Engle



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**Fwd: Pass the Sign Ordinance Now**

5 messages

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**Sharon Gin** <sharon.gin@lacity.org>

Fri, Jan 18, 2013 at 3:02 PM

To: Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

----- Forwarded message -----

From: **Michael Conway** <ConwayM@unitedtalent.com>

Date: Fri, Jan 18, 2013 at 2:59 PM

Subject: Pass the Sign Ordinance Now

To: "sharon.gin@lacity.org" &lt;sharon.gin@lacity.org&gt;

Cc: "councilmember.reyes@lacity.org" &lt;councilmember.reyes@lacity.org&gt;, "councilmember.huizar@lacity.org" &lt;councilmember.huizar@lacity.org&gt;, "councilmember.englander@lacity.org" &lt;councilmember.englander@lacity.org&gt;

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman

Councilman Jose Huizar

Councilman Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

Michael Conway

Michael Conway  
C.A.O.9336 Civic Center Drive  
Beverly Hills, CA 90210

T: 310.273.6700

F: 310.247.1111



UNITED TALENT AGENCY

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:12 AM

----- Forwarded message -----

From: **David Ambroz Esq.** <davidambroz@gmail.com>

Date: Mon, Jan 21, 2013 at 1:46 PM

Subject: Pass the Sign Ordinance Now

To: sharon.gin@lacity.org

Cc: councilmember.reyes@lacity.org, councilmember.huizar@lacity.org, councilmember.englander@lacity.org, Sharon Shapiro &lt;sharon.shapiro@lacity.org&gt;, Angela Motta &lt;angela.motta@lacity.org&gt;, John Darnell &lt;john.darnell@lacity.org&gt;, councilmember.koretz@lacity.org

To: Planning and Land Use Management Committee &amp; Council Members

Councilman Ed Reyes, Chairman Councilman Jose Huizar Councilman Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members: I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

David Ambroz

daambroz@hotmail.com

310-386-5146

**Sharon Gin** <sharon.gin@lacity.org>

Tue, Jan 22, 2013 at 8:15 AM

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

----- Forwarded message -----

From: **Jeffrey** <jeffrey0909@sbcglobal.net>

Date: Sat, Jan 19, 2013 at 11:11 AM

Subject: Pass the Sign Ordinance Now

To: sharon.gin@lacity.org

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

Dear Committee Members,

It is time to remove the digital billboards ruled illegal by the court. Why are other cities like Beverly Hills, Santa Monica and Pasadena, able to resist the pressure of the billboard industry and free their communities of this kind of visual blight? Views belong to the people and not to a narrow though powerful industry. Please do the right thing and disregard any attempt to include provisions in the Citywide Sign Ordinance that would alter the court's decision. Thank you.

Sincerely yours,

Jeffrey Williams

1994 North Sycamore Ave.

Los Angeles, CA 90068

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:15 AM

----- Forwarded message -----

From: **Jordan Goldman** <jordgold@gmail.com>

Date: Sat, Jan 19, 2013 at 10:55 AM

Subject: Pass the Sign Ordinance Now

To: sharon.gin@lacity.org

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

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman

Councilman Jose Huizar

Councilman Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

Jordan Goldman

Culver City, CA

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:16 AM

----- Forwarded message -----

From: **Spinning freely** <spinningfreely@gmail.com>

Date: Fri, Jan 18, 2013 at 6:02 PM

Subject: Pass the Sign Ordinance Now

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

Cc: "councilmember.reyes@lacity.org" <councilmember.reyes@lacity.org>, "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>

Could you please distribute my comments to the members of the committee for the Jan. 22 meeting.

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman

Councilman Jose Huizar

Councilman Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

Renee Cooper



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**Fwd: Council File 08-2020 Citywide Sign Ordinance Revisions**

3 messages

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**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:13 AM

----- Forwarded message -----

From: **Kevin Hall** <kph227@hotmail.com>  
 Date: Mon, Jan 21, 2013 at 11:09 AM  
 Subject: Council File 08-2020 Citywide Sign Ordinance Revisions  
 To: "sharon.gin@lacity.org" <sharon.gin@lacity.org>  
 Cc: "councilmember.reyes@lacity.org" <councilmember.reyes@lacity.org>, "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>

To: Planning and Land Use Management Committee  
 Councilman Ed Reyes, Chairman  
 Councilman Jose Huizar  
 Councilman Mitchell Englander  
 Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

This is a very important quality of life issue for all Angelenos. As someone who regularly drives through LA, Beverly Hills and Santa Monica, it is amazing how blighted the Los Angeles city streets look compared to those other cities. SIGN POLLUTION is a big part of the reason, and digital signs are the worst and most distracting.

Sincerely,  
 Kevin P. Hall

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**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:15 AM

----- Forwarded message -----

From: **Jytte Springer** <jyttespringer@verizon.net>  
 Date: Fri, Jan 18, 2013 at 9:15 PM



Subject: Council File 08-2020 Citywide Sign Ordinance Revisions

To: councilmember.reyes@lacity.org, councilmember.huizar@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Dear Committee Members:

We herewith like to voice our deep concern regarding the renewed attempt by the ever aggressive manipulation of our voices in the community by the lobbyists by Clear Channel and other billboard companies to delay implementation of the referred to citywide Sign Ordinance Revisions.

We are writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

We have been directly affected by a huge ever-blinking sign close to our house which flashes incessantly through our living room and disturbs our sleep at night.

We thank you for your consideration.

Sincerely yours,

Jytte Springer

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:16 AM

----- Forwarded message -----

From: **Melzer, Sara** <melzer@humnet.ucla.edu>

Date: Fri, Jan 18, 2013 at 5:15 PM

Subject: Council File 08-2020 Citywide Sign Ordinance Revisions

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

Cc: "councilmember.reyes@lacity.org" <councilmember.reyes@lacity.org>

Dear Council Members,

I am very adversely affected and offended by the growing mass of oversized advertising posters that confront me at every turn in LA. I urge you to curb their growth. I realize that the signs bring in revenue for the city, but that income comes at too high a price: the quality of life in LA. We can barely appreciate the natural beauty of our trees, mountains and architecture, because the signs block them out or distract our attention with their blinking lights. The signs de-humanize us by reducing us to consumers, and signifying that money and commodities should guide our lives.

I urge you to pass the Citywide Sign Ordinance revisions that were presented on Dec. 4, 2012. Please protect the quality of our city by allowing new provisions to slip in that would re-permit the digital billboards that the court has ruled as illegal.

Sincerely,

Sara E. Melzer

920 Amherst Ave.

Los Angeles, CA 90049



Etta Armstrong <etta.armstrong@lacity.org>

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## Fwd: Pass the Sign Ordinance Now !!!

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:16 AM

----- Forwarded message -----

From: **Century City** <centurycity@mindspring.com>  
Date: Fri, Jan 18, 2013 at 4:42 PM  
Subject: Pass the Sign Ordinance Now !!!  
To: sharon.gin@lacity.org

(please pass this email on to the PLUM committee members for the 1/22/13 meeting)

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman  
Councilman Jose Huizar  
Councilman Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012.

We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past.

In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

It's time to listen to the voices from the communities affected by billboard blight not the lobbyists for the sign companies.

Sincerely,

Steven Kaufman



Etta Armstrong <etta.armstrong@lacity.org>

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## Fwd: Pass Citiwide Sign Ordinance

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:16 AM

----- Forwarded message -----

From: **J Reichmann** <jreichmann@sbcglobal.net>  
Date: Fri, Jan 18, 2013 at 4:36 PM  
Subject: Pass Citiwide Sign Ordinance  
To: sharon.gin@lacity.org  
Cc: councilmember.koretz@lacity.org

Re: Council File 08-2020 Citiwide Sign Ordinance Revisions

Dear PLUM Committee Members Huizar, Reyes and Englander:

We strongly urge you to move without delay to approve and send the sign ordinance now before you to the City Council with no changes. Our neighborhood in Westwood has been subjected to lights and fan noise going directly into our residential neighborhood.

It is a quality of life issue and an outrage that this has not been turned off. Please do the job you were elected to do. Represent the citizens of Los Angeles, not mega billboard companies with endless resources.

Please make this a part of your record. Thank you for your consideration.

Jan Reichmann, President

Comstock Hills HOA (a Westwood neighborhood)