

Councilmember Jose Huizar, Chairman Councilmember.Huizar@lacity.org
Councilmember Gilbert Cedillo Councilmember.Cedillo@lacity.org
Councilmember Mitchell Englander Councilmember.Englander@lacity.org

Subject: Council File 11-1705 Proposed Revision of Citywide Sign Ordinance

Please include these Comstock Hills Homeowners Association (CHHOA) comments as part of the official Los Angeles City Council record.

Comments: When the City Planning Commission approved the new sign ordinance in 2009, it grandfathered only the two sign districts it had previously approved. It is essential that any newly revised ordinance include only those two original districts and no others.

As now proposed by PLUM, the ordinance would protect the revenue of the sign companies and its property owners at the expense of the public, granting amnesty to more than 1300 billboards that are either unpermitted or in violation of their permits. And PLUM's plan could allow hundreds of new digital billboards throughout the City. Why allow any new digital billboards?

PLUM'S new proposal justifies unrestricted blight citywide and amnesty to wrongdoers in the name of increased revenues. Allowing new digital billboards on public property amounts to turning over our city to the highest bidder. Park patrons seeking relaxation and recreation will now be bombarded with blinking commercial ads. Drivers on public roadways already preoccupied with cellphone texting and talking will face even more distractions. What message are we sending our youth? Sell our common good to the highest bidder in the name of increased revenues? CHHOA adamantly opposes these changes.

“Community Benefits” are nothing more than a sham to placate citizens weary of broken streets and sidewalks. It is an excuse to install more digital billboards. The hard battles we fought to control blinking billboard blight should not be undone by a committee of three that has been heavily lobbied to the detriment of the rest of our community. The City Council made a grave mistake years ago when they made a deal behind closed doors that was eventually deemed illegal. Don't try to do it in broad daylight.

This blatant highjacking of our citywide sign ordinance further erodes what little faith we still have in our public servants.

Comstock Hills HOA Board of Directors
Jan Reichmann, President

jreichmann@comstockhills.com
310.666.9708
CD5