



Candy Rosales <candy.rosales@lacity.org>

Fwd: Sign Ordinance Revisions

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Candy Rosales <candy.rosales@lacity.org>

Mon, Dec 5, 2011 at 5:57 PM

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

From: **BJ Biers** <bjbiers@socal.rr.com>
Date: Mon, Dec 5, 2011 at 3:59 PM
Subject: Sign Ordinance Revisions
To: Sharon.Gin@lacity.org

December 4, 2011

To: Planning and Land Use Management Committee
Councilmember Ed Reyes, Chairman
Councilmembers Jose Huizar and Paul Krekorian

**Re: Council File #'s 08-2020/11-1705
Citywide Sign Ordinance Revisions**

Honorable Councilmembers:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.
- Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.
- Allows only on-site, or business, signs in Comprehensive Sign programs.
- Does not allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance.

Sincerely,

Bette Biers
"Keep the Good Thoughts"