



Sharon Dickinson <sharon.dickinson@lacity.org>

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**Council file #11-1705** ✓

1 message

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**Dan Silver** <dsilverla@me.com>

Wed, Feb 10, 2016 at 8:55 AM ✓

To: sharon.dickinson@lacity.org

Planning and Land Use Management Committee  
Room 340, City Hall  
200 N. Spring St.  
Los Angeles, CA 90012

Councilmember Jose Huizar, Chair  
Councilmember Marqueece Harris-Dawson  
Councilmember Gilbert Cedillo  
Councilmember Mitchell Englander  
Councilmember Felipe Fuentes

**RE: Council file #11-1705 Citywide Sign Ordinance Revision - SUPPORT for Planning Commission-approved ordinance**

Dear Chairperson Huizar and Committee Members:

As a lifelong resident of the City of Los Angeles and current downtown resident, I urge adoption of the sign ordinance as approved by the City Planning Commission. Please be aware that this version does *not*, in my view, go far enough to stop the blight of digital and other billboards. However, I respect it as a compromise that allows the City to finally move forward.

Please adopt the Planning Commission-approved Citywide Sign Ordinance Revision as soon as possible.

Thank you

Dan Silver, MD  
222 S Figueroa St. #1611  
Los Angeles CA 90012



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file #11-1705

2 messages

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**Steve Freedman** <stevefreee@gmail.com>

Wed, Feb 10, 2016 at 8:59 AM

To: sharon.dickinson@lacity.org

Planning and Land Use Management Committee  
Room 340, City Hall  
200 N. Spring St., Los Angeles, CA 90012

Councilmember Jose Huizar, Chair  
Councilmember Marqueece Harris-Dawson  
Councilmember Gilbert Cedillo  
Councilmember Mitchell Englander  
Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revision.

We urge the L.A. City Council to adopt the new city-wide sign ordinance approved last fall by the City Planning Commission. This latest version of the ordinance now pending in the council's PLUM committee will go a long way toward protecting communities from billboard blight and making the city a better place to live and do business. Please end the delay and get the ordinance on the books!

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Steve Freedman  
732 Howard Street  
Venice, CA 90292

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**Steve Freedman** <stevefreee@gmail.com>

Wed, Feb 10, 2016 at 9:03 AM

To: sharon.dickinson@lacity.org

Planning and Land Use Management Committee  
Room 340, City Hall  
200 N. Spring St., Los Angeles, CA 90012

Councilmember Jose Huizar, Chair  
Councilmember Marqueece Harris-Dawson  
Councilmember Gilbert Cedillo  
Councilmember Mitchell Englander  
Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revision.

We urge the L.A. City Council to adopt the new city-wide sign ordinance approved last fall by the City Planning Commission. This latest version of the ordinance now pending in the council's PLUM committee will go a long way toward protecting communities from billboard blight and making the city a better place to live and do business. Please end the delay and get the ordinance on the books!

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Kara Steiniger  
732 Howard Street  
Venice, CA 90292



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file #11-1705

1 message

Edwin Tarver <eptlaw@gmail.com>

Wed, Feb 10, 2016 at 10:00 AM

To: sharon.dickinson@lacity.org

Cc: info@banbillboardblight.org

Attn:

Planning and Land Use Management Committee

Room 340, City Hall

200 N. Spring St., Los Angeles, CA 90012

Councilmember Jose Huizar, Chair

Councilmember Marqueece Harris-Dawson

Councilmember Gilbert Cedillo

Councilmember Mitchell Englander

Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revision.

Dear Councilpersons,

I am writing to urge you to adopt the latest version of the city-wide sign ordinance approved last fall by the Planning and Land Use Management Committee. I, my family and friends fully support the following provisions:

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

There is no shortage of non-billboard marketing channels available to advertisers. Billboards, and particularly free-standing billboard structures are a distraction for drivers, a visual blight on the city landscape, and a waste of electricity.

Thank you for considering this request.

Respectfully,  
-Edwin Tarver



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file #11-1705

1 message

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**tayfur@prodigy.net** <tayfur@prodigy.net>

Wed, Feb 10, 2016 at 11:20 AM

Reply-To: tayfur@prodigy.net

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

Dear Planning and Land Use Management Committee

Room 340, City Hall

200 N. Spring St., Los Angeles, CA 90012

Councilmember Jose Huizar, Chair

Councilmember Marqueece Harris-Dawson

Councilmember Gilbert Cedillo

Councilmember Mitchell Englander

Councilmember Felipe Fuentes

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

Please vote for this ordinance, and get it on the books as soon as possible. A city in which billboards are managed and controlled creates a more aesthetic environment for us all, promotes our city's image, and saves us from visual pollution.

Thank you.

Mr. Tayfur Ingalls

3334 Dorchester Ave.

Los Angeles, CA 90032





Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council File #11-1705

1 message

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**Jeffrey Schwarz** <jeffrey@automatpictures.com>

Wed, Feb 10, 2016 at 11:36 AM

To: sharon.dickinson@lacity.org

Dear Ms. Dickinson,

I am writing to urge the L.A. City Council to adopt the new city-wide sign ordinance approved last fall by the City Planning Commission. This will go a long way toward protecting communities from billboard blight and make the city a better place to live and do business. I urge you to end the delay and get this ordinance on the books.

Thank you,

Jeffrey Schwarz  
Los Feliz, CA



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council File #11-1705 Please adopt Citywide Sign Ordinance approved by City Planning Commission

5 messages

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Jan Book <jan@janbook.com>  
To: councilmember.huizar@lacity.org  
Cc: sharon.dickinson@lacity.org

Wed, Feb 10, 2016 at 11:19 AM

Dear Councilman Huizar:

This is a follow-up to my 2015 (June and October) communications to you.

I am now urging you, a member of the LA City Council, to adopt the city-wide sign ordinance approved last fall by the City Planning Commission. This latest version of the ordinance now pending in the council's PLUM committee will go a long way toward protecting communities from billboard blight and making the city a better place to live and do business.

Please end the delay and get the ordinance on the books!

Sincerely,  
Jan Book  
Voting Republican in CD-11  
310/766-5063

Begin forwarded message:

**From:** Jan Book <jan@janbook.com>  
**Subject:** Fwd: Council File #11-1705 Revisions to the Citywide Sign Ordinance  
**Date:** October 21, 2015 at 5:44:43 PM PDT  
**To:** councilmember.huizar@lacity.org

Dear Councilman Huizar:

Last June, I wrote to you expressing my opposition to the proposed billboard amnesty and conditional use permit process for new digital billboards.

This time I want to share with you my experience with digital billboards.

I live in Marina del Rey and one of the busiest intersections in LA is the corner of Lincoln Blvd. and Washington Blvd. where there is also a digital billboard on the SE corner. This intersection is always congested with cars because (1) one block away is a Costco, (2) the on-ramp to the 90 Freeway is 3 blocks south of this intersection on Lincoln Blvd. and the best way to get to the 405 Freeway, (3) the only way to go south along the ocean is this stretch of Lincoln Blvd., and (4) it is a main thorough fare for cars going to and leaving from the Venice and Marina beach area. This intersection also is a dangerous intersection for pedestrians because there are shopping centers on three of the four corners.

The digital billboard is on the SE corner which means when the digital sign was turned on, the cars driving south on Lincoln Blvd. and east on Washington Blvd. could easily watch the moving advertisements. This would also mean that a car driving south on Lincoln and heading for Costco, would have to make a left turn directly under the digital sign while avoiding pedestrians walking across the street. Likewise, if a car was traveling east on Washington and wanted to go to the 90 Freeway, they would be facing the moving advertisements while they made a right turn onto

Lincoln Blvd. and attempt to avoid hitting pedestrians crossing Washington or Lincoln. Many a time I have watched as pedestrians jump out of the way of cars turning right at this corner.

Finally, I used to live near this intersection when the digital billboard was turned on. And the light streaming from this billboard was a constant glaring noise into my home, invading and interfering with the quiet enjoyment of my home.

I am not opposed to having digital billboards in the designated sign districts.

Sincerely,  
Jan Book  
Voting Republican in City District 11  
310/766-5063

Begin forwarded message:

**From:** Jan Book <jan@janbook.com>  
**Subject:** Council File #11-1705 Revisions to the Citywide Sign Ordinance  
**Date:** June 29, 2015 at 4:52:34 PM PDT  
**To:** councilmember.huizar@lacity.org

Dear Councilman Huizar:

Please distribute this email which is my formal objection to the proposed billboard amnesty and conditional use permit process for new digital billboards.

I have lived where digital billboards glare at me during the day and shout at me all night. While some members of our community want to live in a Blade Runner environment, I do not. For our mental peace and enjoyment, and those of our children, there needs to some escape from the constant electronic barrage.

(1) Billboards without permits or in violation of their permits should not be rewarded or given a second chance. There is no excuse for not complying with the law the first time around. There should be NO amnesty!

(2) Billboards should not be exempt from complying with city codes; to allow otherwise is to reward the bully!

(3) All new digital billboards should ONLY be allowed in sign districts in high-intensity commercial districts. If you don't enforce the laws we have (i.e., sign districts), then why are you an elected official violating your oath of office?

How many times do we member of the LA Community supposed to go around this same circle?

The L.A. City Council PLUM committee needs to stand up and say NO to these billboard companies who are acting like bullies!

Sincerely,  
Jan Book  
Voting Republican in City District 11  
310/766-5063

To: councilmember.englander@lacity.org, sharon.dickinson@lacity.org

Dear Councilman Englander:

This is a follow-up to my 2015 (June and October) communications to you.

I am now urging you, a member of the LA City Council, to adopt the city-wide sign ordinance approved last fall by the City Planning Commission. This latest version of the ordinance now pending in the council's PLUM committee will go a long way toward protecting communities from billboard blight and making the city a better place to live and do business.

Please end the delay and get the ordinance on the books!

Sincerely,  
Jan Book  
Voting Republican in CD-11  
310/766-5063

Begin forwarded message:

**From:** Jan Book <jan@janbook.com>  
**Subject:** Fwd: Council File #11-1705 Revisions to the Citywide Sign Ordinance  
**Date:** October 21, 2015 at 5:42:52 PM PDT  
**To:** councilmember.englander@lacity.org

Dear Councilman Englander:

Last June, I wrote to you expressing my opposition to the proposed billboard amnesty and conditional use permit process for new digital billboards.

This time I want to share with you my experience with digital billboards.

I live in Marina del Rey and one of the busiest intersections in LA is the corner of Lincoln Blvd. and Washington Blvd. where there is also a digital billboard on the SE corner. This intersection is always congested with cars because (1) one block away is a Costco, (2) the on-ramp to the 90 Freeway is 3 blocks south of this intersection on Lincoln Blvd. and the best way to get to the 405 Freeway, (3) the only way to go south along the ocean is this stretch of Lincoln Blvd., and (4) it is a main thorough fare for cars going to and leaving from the Venice and Marina beach area. This intersection also is a dangerous intersection for pedestrians because there are shopping centers on three of the four corners.

The digital billboard is on the SE corner which means when the digital sign was turned on, the cars driving south on Lincoln Blvd. and east on Washington Blvd. could easily watch the moving advertisements. This would also mean that a car driving south on Lincoln and heading for Costco, would have to make a left turn directly under the digital sign while avoiding pedestrians walking across the street. Likewise, if a car was traveling east on Washington and wanted to go to the 90 Freeway, they would be facing the moving advertisements while they made a right turn onto Lincoln Blvd. and attempt to avoid hitting pedestrians crossing Washington or Lincoln. Many a time I have watched as pedestrians jump out of the way of cars turning right at this corner.

Finally, I used to live near this intersection when the digital billboard was turned on. And the light streaming from this billboard was a constant glaring noise into my home, invading and interfering with the quiet enjoyment of my home.

I am not opposed to having digital billboards in the designated sign districts.

Sincerely,  
Jan Book  
Voting Republican in City District 11

Begin forwarded message:

**From:** Jan Book <jan@janbook.com>  
**Subject:** Council File #11-1705 Revisions to the Citywide Sign Ordinance  
**Date:** June 29, 2015 at 4:53:09 PM PDT  
**To:** councilmember.englander@lacity.org

Dear Councilman Englander:

Please distribute this email which is my formal objection to the proposed billboard amnesty and conditional use permit process for new digital billboards.

I have lived where digital billboards glare at me during the day and shout at me all night. While some members of our community want to live in a Blade Runner environment, I do not. For our mental peace and enjoyment, and those of our children, there needs to some escape from the constant electronic barrage.

- (1) Billboards without permits or in violation of their permits should not be rewarded or given a second chance. There is no excuse for not complying with the law the first time around. There should be NO amnesty!
- (2) Billboards should not be exempt from complying with city codes; to allow otherwise is to reward the bully!
- (3) All new digital billboards should ONLY be allowed in sign districts in high-intensity commercial districts. If you don't enforce the laws we have (i.e., sign districts), then why are you an elected official violating your oath of office?

How many times do we member of the LA Community supposed to go around this same circle?

The L.A. City Council PLUM committee needs to stand up and say NO to these billboard companies who are acting like bullies!

Sincerely,  
Jan Book  
Voting Republican in City District 11  
310/766-5063

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**Jan Book** <jan@janbook.com>  
To: councilmember.cedillo@lacity.org  
Cc: sharon.dickinson@lacity.org

Wed, Feb 10, 2016 at 12:10 PM

Dear Councilman Cedillo:

This is a follow-up to my 2015 (June and October) communications to you.

I am now urging you, a member of the LA City Council, to adopt the city-wide sign ordinance approved last fall by the City Planning Commission. This latest version of the ordinance now pending in the council's PLUM committee will go a long way toward protecting communities from billboard blight and making the city a better place to live and do business.

Please end the delay and get the ordinance on the books!

Sincerely,  
Jan Book  
Voting Republican in CD-11  
310/766-5063

On Oct 21, 2015, at 5:44 PM, Jan Book <jan@janbook.com> wrote:

Dear Councilman Cedillo:

Last June, I wrote to you expressing my opposition to the proposed billboard amnesty and conditional use permit process for new digital billboards.

This time I want to share with you my experience with digital billboards.

I live in Marina del Rey and one of the busiest intersections in LA is the corner of Lincoln Blvd. and Washington Blvd. where there is also a digital billboard on the SE corner. This intersection is always congested with cars because (1) one block away is a Costco, (2) the on-ramp to the 90 Freeway is 3 blocks south of this intersection on Lincoln Blvd. and the best way to get to the 405 Freeway, (3) the only way to go south along the ocean is this stretch of Lincoln Blvd., and (4) it is a main thoroughfare for cars going to and leaving from the Venice and Marina beach area. This intersection also is a dangerous intersection for pedestrians because there are shopping centers on three of the four corners.

The digital billboard is on the SE corner which means when the digital sign was turned on, the cars driving south on Lincoln Blvd. and east on Washington Blvd. could easily watch the moving advertisements. This would also mean that a car driving south on Lincoln and heading for Costco, would have to make a left turn directly under the digital sign while avoiding pedestrians walking across the street. Likewise, if a car was traveling east on Washington and wanted to go to the 90 Freeway, they would be facing the moving advertisements while they made a right turn onto Lincoln Blvd. and attempt to avoid hitting pedestrians crossing Washington or Lincoln. Many a time I have watched as pedestrians jump out of the way of cars turning right at this corner.

Finally, I used to live near this intersection when the digital billboard was turned on. And the light streaming from this billboard was a constant glaring noise into my home, invading and interfering with the quiet enjoyment of my home.

I am not opposed to having digital billboards in the designated sign districts.

Sincerely,  
Jan Book  
Voting Republican in City District 11  
310/766-5063

Begin forwarded message:

**From:** Jan Book <jan@janbook.com>  
**Subject:** Council File #11-1705 Revisions to the Citywide Sign Ordinance  
**Date:** June 29, 2015 at 4:51:03 PM PDT  
**To:** councilmember.cedillo@lacity.org

Dear Councilman Cedillo:

Please distribute this email which is my formal objection to the proposed billboard amnesty and conditional use permit process for new digital billboards.

I have lived where digital billboards glare at me during the day and shout at me all



night. While some members of our community want to live in a Blade Runner environment, I do not. For our mental peace and enjoyment, and those of our children, there needs to some escape from the constant electronic barrage.

(1) Billboards without permits or in violation of their permits should not be rewarded or given a second chance. There is no excuse for not complying with the law the first time around. There should be NO amnesty!

(2) Billboards should not be exempt from complying with city codes; to allow otherwise is to reward the bully!

(3) All new digital billboards should ONLY be allowed in sign districts in high-intensity commercial districts. If you don't enforce the laws we have (i.e., sign districts), then why are you an elected official violating your oath of office?

How many times do we member of the LA Community supposed to go around this same circle?

The L.A. City Council PLUM committee needs to stand up and say NO to these billboard companies who are acting like bullies!

Sincerely,  
Jan Book  
Voting Republican in City District 11  
310/766-5063

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**Jan Book** <jan@janbook.com>  
To: councilmember.harris-dawson@lacity.org  
Cc: sharon.dickinson@lacity.org

Wed, Feb 10, 2016 at 12:14 PM

Dear Councilmember Harris-Dawson:

I am urging you, a member of the LA City Council, to adopt the city-wide sign ordinance approved last fall by the City Planning Commission. This latest version of the ordinance now pending in the council's PLUM committee will go a long way toward protecting communities from billboard blight and making the city a better place to live and do business.

[Quoted text hidden]

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**Jan Book** <jan@janbook.com>  
To: councilmember.fuentes@lacity.org  
Cc: sharon.dickinson@lacity.org

Wed, Feb 10, 2016 at 12:14 PM

Dear Councilmember Fuentes:

[Quoted text hidden]



Sharon Dickinson <sharon.dickinson@lacity.org>

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**Council file #11-1705** ✓

1 message

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**Kevin Hall** <kph227@hotmail.com>

Wed, Feb 10, 2016 at 8:11 AM ✓

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

Planning and Land Use Management Committee  
Room 340, City Hall  
200 N. Spring St., Los Angeles, CA 90012  
Councilmember Jose Huizar, Chair  
Councilmember Marqueece Harris-Dawson  
Councilmember Gilbert Cedillo  
Councilmember Mitchell Englander  
Councilmember Felipe Fuentes

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

Dear Council and Committee Members:

I urge you to adopt the new city-wide sign ordinance approved last fall by the City Planning Commission. This latest version of the ordinance now pending in the council's PLUM committee will go a long way toward protecting communities from billboard blight and making the city a better place to live and do business. As a worker in Los Angeles, I feel strongly that it is time to end delays and get the ordinance on the books!

Kevin P. Hall, Esq.

Kull + Hall LLP

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

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

Date: Tue, Feb 9, 2016 at 1:50 PM

Subject: In favor of passage of Council file #11-1705 Citywide Sign Ordinance Revision

To: [sharon.dickinson@lacity.org](mailto:sharon.dickinson@lacity.org)

Members of PLUM,

Please quickly pass the Citywide Sign Ordinance Revision (Council file #11-1705) so that it may go on to the full City Council for a final vote. We as citizens of this city have waited much too long as the politics of the billboard issue have stalled any progress on the passage of sensible regulations of billboards.

This is a sensible regulation because it strikes a balance between billboard and developer interests if doing business, and residents interests in having a high quality of life. Furthermore, it does not excuse all of the past misdeeds of the billboard industry in putting up so many illegal billboards when the City was lax in its oversight and enforcement.

The Ordinance could be improved upon (e.g. increasing the quantity of take-down for the right to put up digital billboards to a ratio that reflected the monetary value of digital vs. fixed billboards for the billboard companies), but at least it is a sensible set of measures that strikes a balance and that would set down ground rules for future projects.

Thank you for your consideration of my comments.

Sincerely,

Derek Ryder  
1617 Grafton St.  
Los Angeles, CA 90026

----- Forwarded message -----  
From: **Lisa Starbuck** <[lisa@aobe.com](mailto:lisa@aobe.com)>  
Date: Tue, Feb 9, 2016 at 1:45 PM  
Subject: Council file #11-1705  
To: [sharon.dickinson@lacity.org](mailto:sharon.dickinson@lacity.org)

Hello -

I am writing in support of the new sign ordinance. These are reasonable amendments that will significantly improve the look of the city and eliminate problems with the existing ordinance.

Thank you for your consideration.

~~Lisa~~ Starbuck

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

From: Ken Lewis <[kenhlewis@aol.com](mailto:kenhlewis@aol.com)>

Date: Tue, Feb 9, 2016 at 2:28 PM

Subject: 11-1705

To: [sharon.dickinson@lacity.org](mailto:sharon.dickinson@lacity.org)

Hello, This email is to register my support, as a life-long citizen of Los Angeles for the new billboard ordinance. It is long overdue and will help make Los Angeles a more livable city. Sincerely, Kenneth H. Lewis, Esq.

From: **Sarah Hays** <[sirrah@sbccglobal.net](mailto:sirrah@sbccglobal.net)>  
Date: Tue, Feb 9, 2016 at 3:27 PM  
Subject: Council File #11-1705  
To: [sharon.dickinson@lacity.org](mailto:sharon.dickinson@lacity.org)  
Cc: Paul Koretz <[paul.koretz@lacity.org](mailto:paul.koretz@lacity.org)>

To: Planning and Land Use Management Committee  
Room 340, City Hall  
200 N. Spring St., Los Angeles, CA 90012

Councilmember Jose Huizar, Chair  
Councilmember Marqueece Harris-Dawson  
Councilmember Gilbert Cedillo  
Councilmember Mitchell Englander  
Councilmember Felipe Fuentes

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

Please adopt the new city-wide sign ordinance approved last fall by the City Planning Commission. This ordinance will go a long way towards protecting our communities from billboard blight and will make our city a better place to live and do business.

Please end the delay and get this ordinance on the books!

Thank you

Sarah Hays  
10509 Blythe Ave - Los Angeles CA 90064  
[310/558-3538](tel:3105583538) - [sirrah@sbccglobal.net](mailto:sirrah@sbccglobal.net)



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

From: **Vince Waldron** <[vincewaldron@gmail.com](mailto:vincewaldron@gmail.com)>

Date: Tue, Feb 9, 2016 at 3:45 PM

Subject: Re: Council file #11-1705 Citywide Sign Ordinance Revision.

To: [sharon.dickinson@lacity.org](mailto:sharon.dickinson@lacity.org)

Dear PLUM Committee members Huizar, Harris-Dawson, Cedillo, Englander and Fuentes,

I am writing in support of the adoption of the citywide sign ordinance approved last fall by the City Planning Commission, which will help us alleviate the billboard blight and make our city a more attractive place to live and conduct business.

Among other things, adoption of this ordinance is important because it will:

- Retain the 2002 ban on new off-site signs while getting rid of exceptions to that ban that have led to legal challenges. This ban applies to new signs as well as modifications, such as conversion to digital.
- Deny amnesty to existing billboards that lack permits or have been altered in violation of their permits.
- Restrict all new off-site signs, regular and digital, to sign specially designated high traffic commercial sign districts. This restriction complies with federal court rulings on challenges to the off-site ban.
- Require all new off-site signs erected in commercial sign districts to be offset by the takedown of existing off-site signs in surrounding communities at a ratio of 5 to 1 for conventional signs and 10 to 1 for digital signs.
- Establish a schedule of penalties for sign code violations which will serve as a genuine deterrent to the building of illegal billboards, skyscraper coverings, and other types of signs.

I urge you to move quickly to get this much needed ordinance on the books as soon as possible.

Thank you,

Vince Waldron



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council File #11-1795

1 message

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**Valerie Brucker** <vbrucker@earthlink.net>

Tue, Feb 9, 2016 at 5:08 PM

To: sharon.dickinson@lacity.org

Dear Sharon"

Please accept my urging to pass on the above mentioned New Sign Ordinance, Council File #11-1705 .As I live in Westwood with signs everywhere, I have a very personal stake in this. They are an eyesore ,and have so changed the area that I live in that I would never have purchase my condominium if these signs had been here when I purchased my own condo.  
Please give me back my view of trees and etc.

Thank you so much.  
Valerie Brucker  
vbrucker@earthlink.net



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file #11-1705

1 message

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

Tue, Feb 9, 2016 at 5:23 PM

To: sharon.dickinson@lacity.org

TO:

Planning and Land Use Management Committee  
Room 340, City Hall  
200 N. Spring St., Los Angeles, CA 90012

Councilmember Jose Huizar, Chair  
Councilmember Marqueece Harris-Dawson  
Councilmember Gilbert Cedillo  
Councilmember Mitchell Englander  
Councilmember Felipe Fuentes

Councilmembers,

I urge you to adopt the new city-wide sign ordinance approved last fall by the City Planning Commission. It's in your hands to make our city livable and prevent scofflaws from profiting from their illegal actions.

thanks for supporting the ordinance,

Jordan Goldman



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file #11-1705

1 message

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Colleen Hanlon <CHanlon@rpd catalyst.com>

Tue, Feb 9, 2016 at 5:37 PM

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

To: Planning and Land Use Management Committee

Room 340, City Hall

200 N. Spring St., Los Angeles, CA 90012

Councilmember Jose Huizar, Chair

Councilmember Marqueece Harris-Dawson

Councilmember Gilbert Cedillo

Councilmember Mitchell Englander

Councilmember Felipe Fuentes

CC: Councilmember Paul Koretz

I am writing to urge the City Council's adoption of the sign ordinance approved last fall by the Planning Commission. This is the sign ordinance LA has needed for decades. Please do not waste this opportunity to improve our city's visual landscape. The ordinance limits off-site signage to authentic sign districts, requires removal of existing off-site signs at a 5:1 ratio (10:1 for digital signs) in order to erect new ones, does not reward scofflaws with amnesty, and has real teeth to allow real enforcement. The adoption of this ordinance would be a huge step toward beautifying LA and increasing its livability, benefiting the residents as opposed to the moneyed corporate billboard interests.

Thank you for your consideration.

*Colleen M. Hanlon*

*200 N. Bentley Avenue*

*Los Angeles, CA 90049*

*mobile: 310.694.4046*

*colleenmhanlon@yahoo.com*



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Billboards - Council file #11-1705

1 message

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**Meyer Shwarzstein** <meyer@brainmedia.com>

Tue, Feb 9, 2016 at 6:23 PM

To: sharon.dickinson@lacity.org, councilmember.wesson@lacity.org

Dear Ms. Dickinson and Councilmember Wesson,

I've been an LA resident since 1980 and have witnessed the unfortunate growth of billboards all around me. As the city's air has become better, its eyeline has become worse.

Please please retain the 2002 ban on off-site signs and eliminate all exceptions to it and mandate that existing billboards which lack permits or have been altered in violation to their permits to be permanently removed.

All in all, we don't need more of these littering our fragile, distraction-prone landscape. There should be restrictions on all street signs. We can make LA more attractive to all --- let's just have one place where we don't have to be assaulted by advertising.

Thank you,  
Meyer

Meyer Shwarzstein, Los Angeles, CA 90034



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file #11-1705

1 message

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Reagan McClymonds <rmcclymonds@peoplepc.com>  
To: sharon.dickinson@lacity.org

Tue, Feb 9, 2016 at 8:07 PM

To Whom It May Concern:

I support the city-wide sign ordinance approved by the Planning Commission last fall.

Additionally, I would also like to see action taken against these signs.

- 1) the TrueCar building top signage on the Eastside of the 405 at Palms. This sign is ridiculously bright at night.
- 2) The signs cluttering the buildings at the Century/405 intersection at LAX. What an embarrassment that the gateway to our city looks like that.
- 3) The electronic billboard on the north side of I-10 in Downtown Los Angeles between I-110 and I-5. Why are there freeway fronting electronic billboards in our city?

Thank you, Reagan





Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file #11-1705

1 message

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ken sevenker <drsevenker@yahoo.com>

Tue, Feb 9, 2016 at 8:34 PM

Reply-To: ken sevenker <drsevenker@yahoo.com>

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

Planning and Land Use Management Committee

Room 340, City Hall

200 N. Spring St., Los Angeles, CA 90012

Councilmember Jose Huizar, Chair

Councilmember Marqueece Harris-Dawson

Dear Jose & Marqueece,

As a voter & taxpayer, I urge you & the City Council to adopt the new city-wide sign ordinance approved last fall by the City Planning Commission. This latest version of the ordinance now pending in the council's PLUM committee will go a long way toward protecting communities from billboard blight and making the city a better place to live and do business.

Please end the delay and get the ordinance on the books!

Sincerely,

Ken Sevenker

Los Angeles



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file #11-1705 Citywide Sign Ordinance Revision

1 message

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**Sheri A Saperstein** <bmybackup@yahoo.com>  
Reply-To: Sheri A Saperstein <bmybackup@yahoo.com>  
To: "sharon.dickinson@lacity.org" <sharon.dickinson@lacity.org>

Tue, Feb 9, 2016 at 9:09 PM

To:  
Planning and Land Use Management Committee  
Room 340, City Hall  
200 N. Spring St., Los Angeles, CA 90012  
Councilmember Jose Huizar, Chair  
Councilmember Marqueece Harris-Dawson  
Councilmember Gilbert Cedillo  
Councilmember Mitchell Englander  
Councilmember Felipe Fuentes

Dear Councilmembers:

I urge you to adopt the new city-wide sign ordinance approved last fall by the City Planning Commission. This latest version of the ordinance - now pending in the council's PLUM committee - will go a long way toward protecting communities from billboard blight and making the city a better place to live and do business.

Act now!

### **Here's what the new ordinance will do:**

- **RETAIN** the 2002 ban on new off-site signs and eliminate exceptions to the ban that have led to a number of legal challenges. The ban applies to new signs as well as modifications to existing signs, such as conversions to digital.
- **DENY AMNESTY** to existing billboards that either lack permits or have been altered in violation of their permits.
- **RESTRICT** all new off-site signs, both conventional and digital, to sign districts in a limited number of high-intensity commercial areas currently zoned regional center or regional commercial. This restriction complies with federal court rulings on challenges to the off-site sign ban.
- **REQUIRE** all new off-site signs in sign districts to be offset by the takedown of existing off-site signs (i.e. billboards) in surrounding communities at a square footage ratio of 5 to 1 for

conventional signs and 10 to 1 for digital signs.

- ESTABLISH a schedule of administrative penalties for sign code violations that are structured to act as a real deterrent to the erection of illegal billboards, supergraphic signs, and other sign types.

ALL of these steps are needed. Urgently needed. Do the right thing. Serve your citizens and the City of Los Angeles, not the minority of sign owners.

Digital signs are dangerous, unsightly, and unfair.

Thank you,

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