



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council File #11-1705

1 message

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David Beaulieu <dbeaulieu@earthlink.net>

Thu, Feb 11, 2016 at 6:06 AM

To: sharon.dickinson@lacity.org

Council Members,

I strongly, vehemently urge you to adopt the city-wide sign ordinance recommended last fall by the City Planning Commission.

The current billboard blight in Los Angeles is a disgrace and a shame. Illegal billboards need to come down. No new billboards should go up. Among many other steps that should be taken.

It's time for the city council to put the well-being of its citizens first, and the billboard companies second.

Sincerely yours,

David Beaulieu

1336 Edgecliff Drive  
Los Angeles, CA 90026



Sharon Dickinson <sharon.dickinson@lacity.org>

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

1 message

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Hal McMath <hmcmath@yahoo.com>

Wed, Feb 10, 2016 at 3:36 PM

Reply-To: Hal McMath <hmcmath@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  
Councilmember Gilbert Cedillo  
Councilmember Mitchell Englander  
Councilmember Felipe Fuentes

I am writing to urge the Committee to approve the new city-wide signage ordinance revision approved by the City Planning Commission without delay.

LA's poorly regulated signage has blighted the cityscape and allowed unscrupulous property owners and outdoor advertising firms to exploit weaknesses in the current regime to the detriment of residents, visitors and businesses alike. As an aspiring world-class city, LA deserves a world-class cityscape free of visual blight.

(By way of comparison, pro-business cities such as Houston and San Antonio - the latter of which serves as Clear Channel's HQ - both have far stricter signage regulations than Los Angeles.)

Thank you,

J.H. McMath  
420 S. San Pedro St., #506  
LA, CA 90013  
646-479-0856



Sharon Dickinson <sharon.dickinson@lacity.org>

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

1 message

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Jorge Castillo <jorgec@alcoholjustice.org>

Wed, Feb 10, 2016 at 2:22 PM

Reply-To: Jorge Castillo <jorgec@alcoholjustice.org>

To: sharon.dickinson@lacity.org

Cc: Shawn.Kuk@lacity.org, lynell.washington@lacity.org, Gerald.Gubatan@lacity.org, Jose Rodriguez <jose.a.rodriguez@lacity.org>, doug.tripp@lacity.org, rebecca.valdez@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.

Billboard companies daily disregard their own set criteria to not advertise alcohol ads on private property 500 feet from schools and community centers.

With this in mind we encourage the city council to:

- 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.
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- 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.

**The Coalition to Ban Alcohol Ads on Public Property in Los Angeles is a campaign of the Los Angeles Alcohol & Drug Policy Alliance ( L.A. DAPA )**  
**Coalition members / miembros de la coalición:**

- American Indian Movement – WEST
- Alcohol Justice
- Asian American Drug Abuse Program Inc.
- Boyle Heights Stakeholders Association
- Coalition to Ban Billboard Blight
- Community Coalition
- Institute for Public Strategies
- Koreatown Youth & Community Center
- Mexican History Foundation
- Mothers of East L.A. (MELA)
- Personal Involvement Center, Inc.
- P3 Partnership for a Positive Pomona
- Phoenix House
- Pillar of Fire Church & School
- Paso por Paso
- Pueblo y Salud
- Saving Lives Drug and Alcohol Coalition
- Sycamore Grove School
- Tarzana Treatment Centers & AWARE Coalition
- T.R.E.A.T Advocacy & Support for Recovering Individuals
- The Wall Las Memorias Project
- United Coalition East Prevention Project
- Woman's Christian Temperance Union of Southern California
- Women Against Gun Violence
- Writers In Treatment

**Supporters / nos apoyan:**

- Michael & Kitty Dukakis, former Massachusetts Governor & First Lady
- Boyle Heights Neighborhood Council
- Bryce C. Lowery MS, MLA
- California Council on Alcohol Problems
- California Alliance for Retired Americans
- California Hispanic Commission on Alcohol and Drug Abuse
- Center for Living and Learning
- Church of the Resurrection
- County Alcohol and Drug Program Administrators' Association of California
- Crescenta Valley Drug & Alcohol Prevention Coalition
- Cri-Help
- David H. Jernigan, Ph.D. Director Center on Alcohol Marketing and Youth
- Day One Pasadena
- Dr. J. Benjamin Hardwick
- Ernest P. Noble, Ph.D., M.D. former Director of the UCLA Alcohol Research Center

- Jonathan E. Fielding, M.D., M.P.H former Director & Health Officer County of Los Angeles Public Health
- Jerry Grenard, Ph.D. former professor Community and Global Health Claremont Graduate University
- Jeremy T. Goldbach, Ph.D., LMSW, USC School of Social Work
- Kurtwood Smith, actor
- Monsignor John Moretta
- National Council on Alcoholism & Drug Dependence East San Gabriel & Pomona Valleys
- Public Citizen
- Resurrection Church Neighborhood Watch – Los Angeles
- San Fernando Valley Partnership
- Venice Neighborhood Council
- Wesley L. Ford, M.A., M.P.H. Director Substance Abuse Prevention and Control



Jorge Castillo, MA  
Advocacy Director  
Director de Enlace Comunitario  
24 Belvedere St. San Rafael, CA 94901  
415/257.2488 office 213 840-3336 cell  
**alcoholjustice.org**

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Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council File #11-1705: Citywide Sign Ordinance Revision

1 message

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S. Sue Johnson <Johnson\_S@johnson-machinery.com>

Wed, Feb 10, 2016 at 12:49 PM

To: "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.Krekorian@lacity.org" <councilmember.Krekorian@lacity.org>, "councilmember.blumenfield@lacity.org" <councilmember.blumenfield@lacity.org>, "david.ryu@lacity.org" <david.ryu@lacity.org>, "paul.koretz@lacity.org" <paul.koretz@lacity.org>, "councilmember.martinez@lacity.org" <councilmember.martinez@lacity.org>, "councilmember.fuentes@lacity.org" <councilmember.fuentes@lacity.org>, "councilmember.harris-dawson@lacity.org" <councilmember.harris-dawson@lacity.org>, "councilmember.price@lacity.org" <councilmember.price@lacity.org>, "councilmember.wesson@lacity.org" <councilmember.wesson@lacity.org>, "councilmember.bonin@lacity.org" <councilmember.bonin@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>, "councilmember.ofarrell@lacity.org" <councilmember.ofarrell@lacity.org>, "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.buscaino@lacity.org" <councilmember.buscaino@lacity.org>  
Cc: "sharon.dickinson@lacity.org" <sharon.dickinson@lacity.org>

Honorable Councilmembers,

I urge you to adopt the new citywide sign ordinance approved last fall by the City Planning Commission. This latest version of the ordinance now pending will go a long way toward protecting Los Angeles communities from billboard blight and making the city a better place to live and do business.

While the need to advertise is understandable, too many commercial billboards degrade Los Angeles' environment, and can leave a negative impression with those living in Los Angeles, as well as tourists and dignitaries visiting the area. Relieving some of this visual clutter will go a long way to preserving the beauty of this wonderful metropolis.

Thank you for your time and consideration.

Sincerely,

S. Sue Johnson



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file #11-1705

1 message

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Patrick Frank <plf@grabados.org>

Wed, Feb 10, 2016 at 1:43 PM

To: sharon.dickinson@lacity.org

Dear Ms Dickinson

I hope that the PLUM Committee has the courage to adopt the Citywide Sign Ordinance as prepared by the Planning Commission last fall. That ordinance will go a long way toward fixing what's wrong with our billboard policies.

By that I mean

- Retain the 2002 ban on new off-site signs
- Deny amnesty to existing billboards that are unpermitted
- Restrict all new off-site signs, both conventional and digital, to sign districts
- Establish a favorable takedown ratio for new signs
- Establish a penalty regime for sign code violations

All of these are good things that will help make LA a better place to live and do business. I will be watching very closely to see what you do with this. Thank you for your attention.

yours cordially  
Patrick Frank  
LA Resident  
Voter  
Activist