



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file #11-1705

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Andrew Fuligni <afuligni@gmail.com>

Sat, Apr 16, 2016 at 3:18 PM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, paul.koretz@lacity.org, alan.alietti@lacity.org

*To: Planning and Land Use Management Committee*

*Councilmember Jose Huizar, Chair*

*Councilmember Marqueece Harris-Dawson*

*Councilmember Gilbert Cedillo*

*Councilmember Mitchell Englander*

*Councilmember Felipe Fuentes*

*Dear Chairman Huizar and Committee members:*

*I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:*

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.*
- Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.*
- Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.*
- Denies any amnesty to billboards without permits or out of compliance with their permits.*
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.*

*Sincerely,*

*Andrew J. Fuligni*

*\*\*Please post my comments in the file and distribute them to committee members*



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file #11-1705

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MLacter@aol.com <MLacter@aol.com>  
To: Sharon.Dickinson@lacity.org

Sat, Apr 16, 2016 at 3:26 PM

*Dear Chairman Huizar and Committee members:*

*I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:*

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.*
- Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.*
- Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.*
- Denies any amnesty to billboards without permits or out of compliance with their permits.*
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.*

*Please post my comments in the file and distribute them to the committee members.*

*Sincerely,  
Laura Levine*

*1756 Midvale Ave, Los Angeles 90024*



Sharon Dickinson <sharon.dickinson@lacity.org>

**Council file #11-1705 Citywide Sign Ordinance Revisions**

Phil Davis <phildavis310@gmail.com>  
To: Sharon.Dickinson@lacity.org, alan.alietti@lacity.org  
Cc: mayor.garcetti@lacity.org, paul.koretz@lacity.org

Sat, Apr 16, 2016 at 4:07 PM

Dear Ms. Dickson and Mr. Alietti:

I ask that my comments below be posted in Council file #11-1705 (Citywide Sign Ordinance Revisions) and distributed to Planning and Land Use Committee members, and that copies also be provided to the entire Los Angeles City Council.

Thank you,

Phil Davis

Resident, CD5

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*To: Planning and Land Use Management Committee  
Councilmember Jose Huizar, Chair  
Councilmember Marqueece Harris-Dawson  
Councilmember Gilbert Cedillo  
Councilmember Mitchell Englander  
Councilmember Felipe Fuentes*

*Dear Chairman Huizar and Committee members:*

*I strongly urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:*

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.*
- Requires the "takedown" of existing billboards in exchange for new off-site signs in sign districts at a ratio that can significantly reduce the number of billboards on the city's commercial streets.*
- Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.*
- Denies any amnesty to billboards without permits or out of compliance with their permits.*
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.*

*Sincerely,*

*Phil Davis*

*Resident, CD5*



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file#11-1705

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Pam Frerichs <frer50@yahoo.com>

Sat, Apr 16, 2016 at 4:23 PM

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

Cc: "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>, paul.koretz@lacity.org, "alan.alietti@lacity.org" <alan.alietti@lacity.org>

Honorable mayor, councilmen and committee members.

I am very frustrated that we continue to be challenged by this unwanted billboard sign issue. The billboards are a distraction to drivers and deteriorates from the beauty of our communities. When I drive through Agoura Hills it reminds me of how beautiful a community can be without the distraction from unsightly billboards. It provides a greater sense of being surrounded by nature in a peaceful environment.

If we must have these city signs please approve version B+ of the citywide sign ordinance adopted by the City Planning Commission on October 22, 2015. It calls for:

- the removal of billboards
- penalties for sign violation
- prohibits signs, billboards and banners in city owned parks and recreational areas.

Please post my comments in the file and distribute to committee members.

Thank you  
Pamela Frerichs  
Property Owner since 1985  
Los Angeles 90025

Sent from my iPhone



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council file #11-1705

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Eric Wrobbel <eric@ericwrobbel.com>

Sat, Apr 16, 2016 at 5:26 PM

To: sharon.dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, councilmember.blumenfield@lacity.org

To: Planning and Land Use Management Committee  
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 Revisions

Dear Chairman Huizar and Committee members:

PLEASE RESIST sign industry pressure and APPROVE version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version best protects our neighborhoods in the following ways.

It restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas. (I would rather eliminate billboards entirely as some forward-looking communities have done, but this is a compromise made in good faith in order to move forward the other very necessary provisions of this ordinance.)

It requires the removal of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.

It establishes a sorely-needed schedule of administrative penalties for sign law violations. There needs to be a REAL deterrent to companies and property owners who have been willing in the past to flout sign regulations.

It rightfully denies any amnesty to billboards without permits or out of compliance with their permits.

It prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities. The fact that LAUSD allows banners on its school's fencing is a disgrace and shows a disregard for its neighbors. Let the city itself provide a better example and keep this visual pollution out of parks and rec facilities.

Sincerely,

Eric Wrobbel  
Woodland Hills



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council File #11-1705, City-Wide sign Ordinance

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bob cimiluca <bcimiluca@hotmail.com>

Sat, Apr 16, 2016 at 5:30 PM

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

Cc: "Mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>, "paul.koretz@lacity.org" <paul.koretz@lacity.org>

To: Planning and Land Use Management Committee  
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 Revisions

Dear Chairman Huizar and Committee members:

This is the first time since the City Planning Commission rejected several bad proposals previously made by the committee, as well as added some significant protections for communities fighting the blight of billboards.

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
- Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
- Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.
- Denies any amnesty to billboards without permits or out of compliance with their permits.
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

Do the right thing for the people of Los Angeles!

Sincerely,  
Bob Cimiluca



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Fwd: council file #11-1705

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Jean <jeanbush@aol.com>  
To: sharon.dickinson@lacity.org

Sat, Apr 16, 2016 at 7:05 PM

Sharon, please post my comments in the committee file and distribute to the committee members. Thank you.

Begin forwarded message:

**From:** Jean <jeanbush@aol.com>  
**Date:** April 16, 2016 at 7:03:11 PM PDT  
**To:** councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.english@lacity.org, Councilmember.Fuentes@lacity.org, councilmember.harris-dawson@lacity.org  
**Cc:** mayorgarcetti@lacity.org  
**Subject:** council file #11-1705

Dear Chairman Huizar and Committee members:

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
- Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
- Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.
- Denies any amnesty to billboards without permits or out of compliance with their permits.
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

Sincerely,  
Jean Bushnell  
10348 Eastborne Ave  
Los Angeles, CA. 90024



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Council File #11-1705

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Dennis Orfirer <orfirer@hotmail.com>

Sat, Apr 16, 2016 at 7:13 PM

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

**Re: Council File #11-1705 Citywide Sign Ordinance Revisions**

Please distribute to committee members and post in the file

Dear Chairman Huizar and Committee members:

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
- Requires the removal of existing billboards in exchange for new off-site signs in sign districts at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
- Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.
- Denies any amnesty to billboards without permits or out of compliance with their permits.
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

Thank you for considering my views.

Sincerely,

Dennis M. Orfirer

Attorney at Law