



April 17, 2016

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:

I am writing on behalf of Bel Air Skycrest Property Owners' Association (BASPOA) to urge you to approve version B+ of the citywide sign ordinance *as adopted by the City Planning Commission on Oct. 22, 2015*.

We have followed the progress of the signage issue and of this ordinance over many years now, attending hearings and writing letters -- and it has been a slow and painful progress indeed, particularly when one considers the consistently strong feelings expressed on the side of the community.

We have had it with delays. The time has come to give Los Angeles a meaningful ordinance that will regulate signage and protect our citizens from its pervasive visual, sensory and commercial assault.

We support version B+ 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.

Please approve version B+ of this ordinance without further delays, compromises, or loopholes!

Sincerely,

Lois Becker, Community Liaison
Bel Air Skycrest Property Owners' Association



Sharon Dickinson <sharon.dickinson@lacity.org>

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

Mindy Taylor-Ross <mindytr101@gmail.com>

Sun, Apr 17, 2016 at 7:46 AM

To: Sharon.Dickinson@lacity.org

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.

I have had these billboard shining in my bedroom window before, so I don't want them coming back. Protect the citizens and the air space in our neighborhoods.

Sincerely,

Mindy Taylor-Ross
(310) 592-0742

Mindy Taylor-Ross

Sent from my iPhone



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File #11-1705 Citywide Sign Ordinance Revisions

Goldstone, Raymond <rgoldsto@saonet.ucla.edu>

Sun, Apr 17, 2016 at 8:02 AM

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

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

RE: COUNCIL FILE #11-1705 – CITYWIDE SIGN ORDINANCE REVISIONS

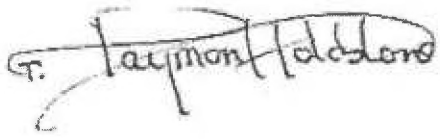
I regret that I shall be unable to attend the April 19, 2016 meeting of the Planning and Land Use Management Committee; however, I request that my comments be posted to the File and be distributed to members of the Committee. Further, I ask that my views be considered. They are summarized below. Perhaps I should add that I have been a resident of the City of Los Angeles for 73 years, and I have owned my home in the City of Los Angeles for 40 years.

In the strongest terms, I urge the Committee to approve version "B+" of the citywide sign ordinance as adopted by the City Planning Commission on October 22, 2015. In my view, that version best helps protect our communities and neighborhoods. In brief, the key reasons for supporting version "B+" are as follows:

- It restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
- It requires the takedown of existing billboards in exchange for new off-site signs in a limited number of high-intensity commercial areas at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
- It establishes a schedule of administrative penalties for sign law violations that will serve as a real deterrent to companies and to property owners who have, in the past, flouted sign regulations.
- It denies any amnesty to billboards erected without permits and to billboards that are out of compliance with their permits.
- It prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

Thank you for considering my views.

Sincerely and respectfully,

A handwritten signature in black ink, reading "R. Raymond Goldstone". The signature is written in a cursive style with a large, sweeping initial "R" and a long horizontal stroke extending to the right.

Raymond H. Goldstone
10535 Missouri Avenue
Los Angeles, CA 90025
Email: rgoldsto@saonet.ucla.edu
Telephone: (310) 470-6890 [Home]



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Sarah Boyd <stboyd69@yahoo.com>

Sun, Apr 17, 2016 at 9:55 PM

Reply-To: Sarah Boyd <STBoyd@aya.yale.edu>

To: "Sharon.Dickinson@lacity.org" <Sharon.Dickinson@lacity.org>, "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>, Councilmember Paul Krekorian <councilmember.krekorian@lacity.org>

Ms. Dickinson,

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

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

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.
- 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.

The CPC's version truly helps make a better Los Angeles. We need your help to pass this version. This issue is very important to me. Stop billboard blight and stop the special interests of these billboard companies from ruining our City. Thank you!

Sincerely,
Sarah Boyd
Studio City resident

CC: Mayor Eric Garcetti

CC: Councilmember Paul Krekorian, CD2



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Pete <pf.pf@verizon.net>

Sun, Apr 17, 2016 at 11:19 AM

To: Sharon.Dickinson@lacity.org

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

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

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,

Peter & Laura Feit

2321 Greenfield Ave.

Los Angeles, CA 90064

Please post our comments in the file and distributed to committee members.



Alan Alietti <alan.alietti@lacity.org>

Council File #11-1705 Citywide Sign Ordinance Revisions

1 message

Pandora Townhomes <pandoratownhomes@icloud.com>

Sun, Apr 17, 2016 at 11:28 AM

To: Paul Koretz <paul.koretz@lacity.org>, alan.alietti@lacity.org

Cc: Westwood South of Santa Monica Hoa <wssm@wssmhoa.com>

Dear Mr Koretz & Alietti:

I am corresponding with you today because I received an email from the Westwood South of Santa Monica HOA.

Although they provided suggestions on communicating our feelings regarding the discussion on Tuesday, I felt there was a basic comment that could help describe my feelings as a resident affected by what you decide:

We all choose to live in a highly populated area - but these are our homes, after all. I could complain that the area has become more and more congested with dozens more families living on my street alone since I moved here more than 20 years ago...but they have as much right to live here as I do. So - congested or not, this is something I must accept if I want to continue to live here.

Advertisers are another matter. When the digital billboards first started showing up (having been to Las Vegas before), I assumed this was just the next progression in outdoor advertising. I didn't know how I could stop that progression. However, when they were removed and we've had (however many) months without them...I admit...I dread their return.

Recently Apple updated their operating system to allow users to "dim" the blue light that comes from the phone during evening hours. We've been told before that the blue-hued light stimulates certain parts of the brain and interferes with sleep patterns. I'm not a scientist, but I'm guessing that even if there isn't a link between the huge, excessively bright billboards and sleep disruption, you can't ignore that they do take a driver's concentration away from the road in ways the traditional billboards do not.

Consider what has happened in the world of soccer. The LA Galaxy uniforms have the word "Herbalife" in large letters that cover the player's chest. Unless you know where to look, you couldn't tell the name of the soccer team unless you can connect their sponsor with the team name. I understand why this is allowed in soccer, but I hope you can understand why many westside residents don't want this to be an example of how they feel about their neighborhoods.

I hope you will consider the impact your decisions have on the residents in our area and our quality of life.

Thank you -

Laura Jay



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File #11-1705

Rick R. <ricrose5000@gmail.com>

Sun, Apr 17, 2016 at 3:00 PM

To: Sharon.Dickinson@lacity.org

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

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

*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:

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,

FJ (Rick) Rosenthal

My **NEW** email address:

ricrose5000@gmail.com

P.O. Box 27404
Los Angeles, CA 90027
www.hillsidefederation.org



PRESIDENT
Marian Dodge
CHAIRMAN
Charley Mims
VICE PRESIDENTS
Mark Stratton
Wendy-Sue Rosen
SECRETARIES
Carol Sidlow
John Given
TREASURER
Don Andres

Planning and Land Use Committee
City Hall
200 N. Spring Street
Los Angeles, CA 90012

April 17, 2016

Beachwood Canyon Neighborhood
Bel-Air Association
Bel Air Knolls Property Owners
Bel Air Skycrest Property Owners
Benedict Canyon Association
Brentwood Hills Homeowners
Brentwood Residents Coalition
Cahuenga Pass Property Owners
Canyon Back Alliance
CASM-SFV
Crests Neighborhood Assn.
Franklin Ave./Hollywood Bl. West
Franklin Hills Residents Assn.
Highlands Owners Assn.
Hollywood Dell Civic Assn.
Hollywood Heights Assn.
Hollywoodland Homeowners
Holmby Hills Homeowners Assn.
Kagel Canyon Civic Assn.
Lake Hollywood HOA
Laurel Canyon Assn.
Lookout Mountain Alliance
Los Feliz Improvement Assn.
Mt. Olympus Property Owners
Mt. Washington Homeowners All.
Nichols Canyon Assn.
N. Beverly Dr./Franklin Canyon
Oak Forest Canyon Assn.
Oaks Homeowners Assn.
Outpost Estates Homeowners
Rancho Verdugo Estates
Residents of Beverly Glen
Roscomare Valley Assn.
Save Coldwater Canyon!
Save Sunset Blvd.
Shadow Hills Property Owners
Sherman Oaks HO Assn.
Silver Lake Heritage Trust
Studio City Residents Assn.
Sunset Hills Homeowners Assn.
Tarzana Property Owners Assn.
Torreyson Flynn Assn.
Upper Mandeville Canyon
Upper Nichols Canyon NA
Whitley Heights Civic Assn.

Re: **CF #11-1705**
Sign Ordinance

Honorable Chairman Huizar and Committee Members:

The Federation of Hillside and Canyon Associations, founded in 1952 represents 45 resident and homeowner associations spanning the Santa Monica Mountains and their more than 250,000 constituents. The Federation has sought meaningful restrictions on billboards in the City of Los Angeles since 2010. The Federation strongly urges you to approve the version of the Sign Ordinance that was adopted by the City Planning Commission on October 22, 2015.

The CPC approved Sign Ordinance provides for:

- Restricting off-site signage to 22 sign districts in high-intensity commercial areas
- No “grandfathering” of sign districts not approved by April, 2009
- No amnesty for unpermitted billboards
- No off-site signage in City parks and recreational facilities
- Take-down ratios of 10:1 for digital signs and 5:1 for conventional signs
- Significant penalties for sign violators

Besides being a visual blight in the City of Los Angeles, numerous scientific studies have shown that digital billboards are a serious driver distraction. For the sake of public safety, billboards need to be restricted per the October 22, 2015 CPC adopted Sign Ordinance. The Federation urges you to adopt the ordinance now.

Sincerely,

Marian Dodge
Marian Dodge

cc: Mayor Garcetti
CMs Bonin, Koretz, Krekorian, and Ryu

CHAIRS EMERITI
Shirley Cohen
Jerome C. Daniel
Patricia Bell Hearst
Alan Kishbaugh
Gordon Murley
Steve Twining
CHAIRS IN MEMORIAM
Brian Moore
Polly Ward



Sharon Dickinson <sharon.dickinson@lacity.org>

(no subject)

Barry Weiss <barryweissla@gmail.com>

Sun, Apr 17, 2016 at 7:49 PM

Reply-To: BarryWeissLA@gmail.com

To: Sharon.Dickinson@lacity.org

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.
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- 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 THIS TO THE FILE AND DISTRIBUTE TO THE COMMITTEE MEMBERS.

Sincerely,

Barry Weiss
818-257-3181



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Barry Weiss <barryweissla@gmail.com>

Sun, Apr 17, 2016 at 7:51 PM

Reply-To: BarryWeissLA@gmail.com

To: Sharon.Dickinson@lacity.org

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.
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- 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 TO THE FILE, AND DISTRIBUTE TO THE COMMITTEE MEMBERS.

Sincerely,

Barry Weiss

818-257-3181



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file:11-1705

Rosemary Mc Millan <rosemary.mcmillan@verizon.net>

Sun, Apr 17, 2016 at 8:29 PM

To: Sharon.Dickinson@lacity.org

Cc: Alan.aliotti@lacity.org, Mayor.garcetti@lacity.org

We support the new Sign Ordinance Version B+ as approved by the City Planning Commission on 10/22/2015 and urge the PLUM committee and City Council to adopt that version of the ordinance that:

A). Disapprove any amnesty for existing billboards that lack permits or have been altered in violation of their permits,

B) disproves the grandfathering of any sign districts that were not approved or applied for in April, 2009.

C).Restricts any new off site signs, including digital billboards, to sign districts in 22 areas zoned for high intensity commercial use

D) Requires existing billboards to be taken down before any new off site signs can go up in sign districts.

E) Sets civil penalties for sign violators

F)Prohibs off site signage in city parks and recreation areas.

Respectfully

Rosemary and Fred McMillan

10430 Almayo Ave

Los Angeles, CA 90064

Sent from AOL Mobile Mailer