



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

1 message

Mike Tarre <tarremj@gmail.com>
To: Sharon.Dickinson@lacity.org
Cc: mayor.garcetti@lacity.org

Thu, Apr 21, 2016 at 10:59 AM

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 committee members.

Sincerely,

Michael A Tarre