

Coalition to Ban Alcohol Ads on Public Property in Los Angeles

1024 N. Maclay Ave., M13 San Fernando, CA 91340 (818)837-2272 fax (818) 837-2271

Jan. 18, 2013

To: Planning and Land Use Management Committee

Ed Reyes, Chairman

Jose Huizar

Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

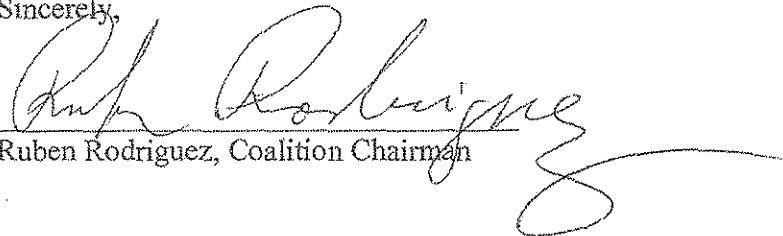
Dear Committee Members:

The Coalition to Ban Alcohol Ads on Public Property in Los Angeles includes more than 20 community groups involved in community health, substance abuse, and related issues throughout the city. While our specific mission is to enact a ban on alcohol advertising on public property, our members have definite concerns about alcohol advertising in general, particularly on the bright, attention-grabbing digital billboards now on our city streets.

The citywide sign ordinance revisions presented to your committee on Dec. 4, 2012 limits digital billboards to sign districts, where they can be strictly regulated as to areas of the city, brightness and exposure to residential neighborhoods. We believe these ordinance revisions should be approved without further changes and sent to the City Council. We are opposed to the addition of any provisions relating to digital billboards put up pursuant to the city's 2006 settlement agreement with Clear Channel and CBS Outdoor, and to any provisions relating to revenue sharing with those companies or other sign companies that might wish to put up digital billboards in the future.

Such an agreement with the sign companies would inevitably result in more digital billboards on our city streets and freeways, and in turn more alcohol advertising that has been shown to influence alcohol abuse and underage drinking. And that abuse and drinking takes a huge toll in terms of costs to the city, as well as to affected individuals and families. Please help lessen that toll, not do anything that would increase it.

Sincerely,



Ruben Rodriguez, Coalition Chairman

Coalition Members Include:

- American Indian Movement-WEST
- Alcohol Justice
- Asian American Drug Abuse Program Inc.
- Boyle Heights Stakeholders Association
- Boyle Heights Coalition for a Safe & Drug Free Community
- Coalition to Ban Billboard Blight
- Community Coalition
- Institute for Public Strategies
- Koreatown Youth & Community Center
- Mexican History Foundation
- P3 Partnership for a Positive Pomona
- Phoenix House
- Paso por Paso
- Pueblo Y Salud, Inc.
- Saving Lives Drug and Alcohol Coalition
- Sycamore Grove School
- Tarzana Treatment Centers & AWARE Coalition
- United Coalition East Prevention Project
- Woman's Christian Temperance Union
- Women Against Gun Violence

Supporters include:

- Michael & Kitty Dukakis, former Massachusetts Governor & First Lady
 - California Council on Alcohol Problems
 - California Alliance for Retired Americans
 - Center for Living and Learning
 - County Alcohol and Drug Program Administrators' Association of California
 - Cri-Help
 - Day One Pasadena
 - Public Citizen
 - San Fernando Valley Partnership
 - Venice Neighborhood Council
-



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Pass the Sign Ordinance Now

5 messages

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Fri, Jan 18, 2013 at 3:02 PM

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

From: **Michael Conway** <ConwayM@unitedtalent.com>

Date: Fri, Jan 18, 2013 at 2:59 PM

Subject: Pass the Sign Ordinance Now

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

Cc: "councilmember.reyes@lacity.org" <councilmember.reyes@lacity.org>, "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman

Councilman Jose Huizar

Councilman Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

Michael Conway

Michael Conway
C.A.O.9336 Civic Center Drive
Beverly Hills, CA 90210

T: 310.273.6700

F: 310.247.1111



UNITED TALENT AGENCY

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Sharon Gin <sharon.gin@lacity.org>
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:12 AM

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

From: **David Ambroz Esq.** <davidambroz@gmail.com>
 Date: Mon, Jan 21, 2013 at 1:46 PM
 Subject: Pass the Sign Ordinance Now
 To: sharon.gin@lacity.org
 Cc: councilmember.reyes@lacity.org, councilmember.huizar@lacity.org, councilmember.englander@lacity.org, Sharon Shapiro <sharon.shapiro@lacity.org>, Angela Motta <angela.motta@lacity.org>, John Damell <john.damell@lacity.org>, councilmember.koretz@lacity.org

To: Planning and Land Use Management Committee & Council Members

Councilman Ed Reyes, Chairman Councilman Jose Huizar Councilman Mitchell Englander

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members: I am writing to urge passage of the Citywide Sign Ordinance Revisions as presented to the PLUM committee on Dec. 4, 2012. We need this ordinance in place to protect our communities from the negative effects of sign blight, and to discourage the blatant disregard of sign laws that blanketed the city with illegal signs in the past. In particular, we urge you to resist any attempt to include provisions in this ordinance regarding the re-permitting of digital billboards ruled illegal by the court.

Sincerely,

David Ambroz

daambroz@hotmail.com
 310-386-5146

Sharon Gin <sharon.gin@lacity.org>

Tue, Jan 22, 2013 at 8:15 AM

To: Etta Armstrong <etta.armstrong@lacity.org>

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

From: **Jeffrey** <jeffrey0909@sbcglobal.net>

Date: Sat, Jan 19, 2013 at 11:11 AM

Subject: Pass the Sign Ordinance Now

To: sharon.gin@lacity.org

Cc: councilmember.reyes@lacity.org, councilmember.huizar@lacity.org, councilmember.englander@lacity.org

Dear Committee Members,

It is time to remove the digital billboards ruled illegal by the court. Why are other cities like Beverly Hills, Santa Monica and Pasadena, able to resist the pressure of the billboard industry and free their communities of this kind of visual blight? Views belong to the people and not to a narrow though powerful industry. Please do the right thing and disregard any attempt to include provisions in the Citywide Sign Ordinance that would alter the court's decision. Thank you.

Sincerely yours,

Jeffrey Williams

1994 North Sycamore Ave.

Los Angeles, CA 90068

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:15 AM

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

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

Date: Sat, Jan 19, 2013 at 10:55 AM

Subject: Pass the Sign Ordinance Now

To: sharon.gin@lacity.org

Cc: councilmember.englander@lacity.org, councilmember.huizar@lacity.org, councilmember.reyes@lacity.org

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman

Councilman Jose Huizar

Councilman Mitchell Englander

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Sincerely,

Jordan Goldman

Culver City, CA

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 22, 2013 at 8:16 AM

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

From: **Spinning freely** <spinningfreely@gmail.com>

Date: Fri, Jan 18, 2013 at 6:02 PM

Subject: Pass the Sign Ordinance Now

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

Cc: "councilmember.reyes@lacity.org" <councilmember.reyes@lacity.org>, "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>

Could you please distribute my comments to the members of the committee for the Jan. 22 meeting.

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman

Councilman Jose Huizar

Councilman Mitchell Englander

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Sincerely,

Renee Cooper

Sharon Gin <sharon.gin@lacity.org>

Tue, Jan 22, 2013 at 11:56 AM

To: Etta Armstrong <etta.armstrong@lacity.org>

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

From: **Edwin Tarver** <eptlaw@gmail.com>

Date: Tue, Jan 22, 2013 at 11:53 AM

Subject: Pass the Sign Ordinance Now

To: sharon.gin@lacity.org

Cc: councilmember.reyes@lacity.org, councilmember.huizar@lacity.org, councilmember.englander@lacity.org

To: Planning and Land Use Management Committee

Councilman Ed Reyes, Chairman

Councilman Jose Huizar

Councilman Mitchell Englander

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Sincerely,
Edwin Tarver

1003 N. Avenue 49
Los Angeles, CA 90042