

HOLMBY WESTWOOD PROPERTY OWNERS ASSOCIATION
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April 10, 2016

Los Angeles City Council
PLUM Committee
200 N. Spring Street
Los Angeles, CA 90012

Sharon.Dickinson@lacity.org
Alan.Alietti@lacity.org
Mayor.Garcetti@lacity.org
Paul.Koretz@lacity.org

SUBJECT: SUPPORT FOR CITYWIDE SIGN ORDINANCE File: 11-1705

Holmby Westwood Property Owners Association, 1100 single family homes in CD 5, supports the new Sign Ordinance as approved by the City Planning Commission on 10/22/2015. We urge the PLUM committee and City Council to adopt that version of the ordinance that:

Disapproves any AMNESTY for existing billboards that lack permits or have been altered in violation of their permits.

Disapproves the “grandfathering” of any sign districts that weren’t approved or applied for in April, 2009, when the CPC approved the initial version of the new sign ordinance.

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

Requires existing billboards to be taken down before any new off-site signs can go up in sign districts. The take down ratio of existing signs to new signs would be 5 to 1 for conventional and 10 to 1 for digital.

Sets administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage.

Prohibits off-site signage in city parks and recreation facilities.

Once billboards are erected, communities cannot stop or attempt to regulate offensive or unhealthful messages from being posted. Billboards are protected by First Amendment Free Speech rights. Messages for junk food, alcoholic beverages, violent images from films or television programs, etc. are all protected. Digital billboards are a huge driver distraction and endanger drivers, passengers, cyclists and pedestrians.

Thank you.

Sincerely,

SANDY BROWN
President, Holmby Westwood Property Owners Association



Sharon Dickinson <sharon.dickinson@lacity.org>

Billboard reduction and compliance

1 message

Alice Dick <alicedick@yahoo.com>

Sun, Apr 10, 2016 at 9:13 AM

Reply-To: Alice Dick <alicedick@yahoo.com>

To: sharon.dickinson@lacity.org, mayor.garcetti@lacity.org, alan.alietti@lacity.org

As a resident of Westwood/West Los Angeles, I am writing to let you know that I strongly support the City Planning Commission's 10/22/15 recommendations. There are far too many billboards in this area (indeed, all over Los Angeles) and we need to force advertisers to comply with permits. The current situation causes visual pollution and affects quality of life in the city.

I support the following:

Increased mandatory sign takedown ratios when new billboards are erected in sign districts,

Elimination of grandfathered sign districts,

Elevated penalties for violations,

No amnesty for and city attorney review of all existing billboards without permits or out of compliance with their permits.

Please take action on this bill and support it. Thank you.

Alice Dick, M.D.



Sharon Dickinson <sharon.dickinson@lacity.org>

Billboard Ordinance - Support for Planning Commission actions of 10/22/2015 (Council File 11-1705)

1 message

Dan Silver <dsilverla@me.com>
To: Sharon.Dickinson@lacity.org
Cc: Mayor.garcetti@lacity.org, Alan.alietti@lacity.org

Sun, Apr 10, 2016 at 12:45 PM

FOR DISTRIBUTION TO PLUM COMMITTEE AND CITY COUNCIL

April 10, 2016

Honorable Members of the PLUM Committee:

Endangered Habitats League (EHL) strongly supports the City Planning Commission's actions of 10/22/2015 and urges the PLUM committee and City Council to adopt that version of the ordinance. For your reference, EHL is Southern California's only regional conservation group, and is dedicated to the quality of urban environments as a vital part of comprehensive land use policy. I am also a resident of downtown Los Angeles.

The Planning Commission action:

- a) *Disapproves any AMNESTY for existing billboards that lack permits or have been altered in violation of their permits.*
- b) *Disapproves the "grandfathering" of any sign districts that weren't approved or applied for in April, 2009, when the CPC approved the initial version of the new sign ordinance.*
- 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. The takedown ratio of existing signs to new signs would be 5 to 1 for conventional and 10 to 1 for digital.*
- e) *Sets administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage.*
- f) *Prohibits off-site signage in city parks and recreation facilities.*

While this ordinance could and should have gone further, and spared our finest commercial areas from billboard blight, we nevertheless support this compromise.

Thank you.

Yours truly,
Dan Silver, MD

Dan Silver, Executive Director
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