

## Google Groups

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**Fwd: Brentwood Opposed to present version of Sign Ordinance**

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Sharon Dickinson

Apr 10, 2017 9:41 AM

Posted in group: **Clerk-PLUM-Committee**From: **Nancy Freedman** <gjf165@gmail.com>

Date: Fri, Apr 7, 2017 at 9:31 PM

Subject: Brentwood Opposed to present version of Sign Ordinance

To: Sharon Dickinson &lt;sharon.dickinson@lacity.org&gt;, eric garcetti &lt;Mayor.garcetti@lacity.org&gt;, alan.alietti@lacity.org, Jose Huizar &lt;councilmember.huizar@lacity.org&gt;

Cc: Mike Bonin &lt;mike.bonin@lacity.org&gt;, Patrick Frank &lt;plf@grabados.org&gt;, Bob Blumenfield &lt;councilmember.Blumenfield@lacity.org&gt;, "Curran Price,Jr" &lt;councilmember.price@lacity.org&gt;, Felipe Fuentes &lt;councilmember.Fuentes@lacity.org&gt;, "Gilbert A. Cedillo" &lt;councilmember.cedillo@lacity.org&gt;, Herb J Wesson &lt;councilmember.wesson@lacity.org&gt;, Joe Buscaino &lt;councilmember.buscaino@lacity.org&gt;, marqueece Harris-Dawson &lt;councilmember.harris-dawson@lacity.org&gt;, Mitch Englander &lt;councilmember.Englander@lacity.org&gt;, Mitch O'Farrell &lt;councilmember.ofarrell@lacity.org&gt;, Nury Martinez &lt;councilmember.martinez@lacity.org&gt;, councilmember.koretz@lacity.org, Paul Krekorian &lt;councilmember.Krekorian@lacity.org&gt;, councilmember.ryu@lacity.org

Brentwood Community Council opposes PLUM eating away at the B+ version of the proposed sign ordinance.

Attached is a letter of to reconsider the B+ version with some change, but not revert back to the past which causes blight and visual disregard for those who live in Los Angeles and those who visit. Let's hail Chicago as our beacon to have a beautiful city without billboards every way we turn. There is no law that says billboards have to exist to lower our quality of life in a city we love.

Thank you for continuing to find the right balance.

Sharon, please help to place this as a Community Impact Statement as Community Councils are considered a part of the Neighborhood Council system by a motion submitted many years ago by our Councilmember, Mike Bonin, and passed by City Council.

Thank you,  
Nancy Freedman



# BRENTWOOD Community Council

149 S. Barrington Ave., Box 194, Los Angeles, CA 90049  
[www.brentwoodcommunitycouncil.org](http://www.brentwoodcommunitycouncil.org)

April 7, 2017

LA City Council PLUM Committee  
c/o [Sharon.dickinson@lacity.org](mailto:Sharon.dickinson@lacity.org)

## RE: Council File 11-1705 Sign Ordinance

Dear Chairman Huizar,

The actions below were supported by citizens interested in making our City a reasonable place to live and visit by not being attacked by digital signs and numerous billboards that cause blight and lack of character. There are cities that realize that money alone is not a reason to forever interfere with the daily life of its residents. We believe ours should be in that category.

As a refresher, see the 10/22/2015 meeting action below:

**At its meeting of October 22, 2015, the Los Angeles City Planning Commission took the following action:**

1. 2. 3.  
4.

**Disapproved** PLUM's Version B of the sign ordinance.

**Approved** Version B+ of the sign ordinance.

**Took the following actions** on provisions from PLUM's Version A:

- Allow existing off-site signs that have no permit: **Disapproved.**
- Allow existing off-site signs out of compliance with permit: **Disapproved.**
- Allow relocation of an existing off-site sign within the same site with Zoning Administrator's approval: **Disapproved.**
- Allow digital signs on facades of designated historic buildings within existing sign districts: **Disapproved.**
- Allow vinyl replacements for pre-1986 murals signs: **Disapproved. Took the following actions** on additional proposed provisions:

Allow digital signs on rooftops of designated historic buildings within existing sign districts:

**Disapproved.**

Establish a CUP or other discretionary process to entitle off-site signs outside sign districts:

**Disapproved.**

Allow off-site signs (static & digital) outside sign districts: **Disapproved.**

Allow on-site digital signs citywide: **Disapproved.**

Allow off-site digital signs on publicly-owned property: **Not approved, but merits further study.**

Establish cap for off-site signs (static & digital) within and outside sign districts: **Disapproved.**

Establish cap for off-site signs (static & digital) outside sign districts: **Disapproved.**

5. **Redelegated** the authority to the Director of Planning to act on behalf of the City Planning Commission on the subject case.

6. **Approved** Categorical Exemption No. **ENV-2009-9-CE.**

The B+ version was acceptable, albeit not perfect.

Flash forward to present with the watering down of the 10/22/2015 actions.

Money is the problem? Money improves the City? But, this money would be coming from *billboards*, ironically, which *don't* improve the City.

BCC opposes the continued effort to weaken the Sign Ordinance. We would encourage Version B+ be revisited. That is what we accept, not the changes that continue to be made.

The Westside doesn't have the most signs, but does have the most billboard surface of any area in the City. We ask that you respect our Councilmember's opposition position and return to a reasonable version such as Sign Ordinance B+.

Thank you for your consideration.

Sincerely,

Larry Watts

Larry Watts, Chair

CC: Councilmember Harris-Dawson

Councilmember Englander

Councilmember Cedillo

Councilmember Price

Councilmember Bonin

Patrick Frank

Mayor Garcetti

Alan Alietti