



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Sign Ordinance Council File: 11-1705

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**Shelley Wagers** <shelley@wagersmail.net>  
To: Sharon.Dickinson@lacity.org  
Cc: Barbara Broide <bbroide@hotmail.com>

Mon, Apr 11, 2016 at 8:27 PM

Ms. Dickinson, please distribute the following message to the PLUM Committee members. Thank you.

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**Re: Sign ordinance, Council File 11-1705**

I support the new Sign Ordinance as approved by the City Planning Commission on October 22, 2015 and urge the PLUM committee and full City Council to adopt a version of the ordinance that includes the following provisions:

- a) No amnesty for existing billboards that lack permits or have been altered in violation of their permits.
- b) No “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) Restrict any new off-site signs, including digital billboards, to sign districts in 22 areas zoned for high-intensity commercial use.
- d) Require 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) Impose administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage.
- f) Prohibit off-site signage in city parks and recreation facilities.

Shelley Wagers, homeowner and voter, Council District 5