



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Shlomit Levy <studioslbphoto@gmail.com>

Wed, Apr 13, 2016 at 1:03 PM

To: Sharon.Dickinson@lacity.org

Please post in the file and distribute to committee members:

To: Planning and Land Use Management Committee

Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revisions

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.

Sincerely,

Shlomit Levy Bard



Sharon Dickinson <sharon.dickinson@lacity.org>

COUNCIL FILE #11-1705

rdacks@aol.com <rdacks@aol.com>

Wed, Apr 13, 2016 at 1:30 PM

To: Sharon.Dickinson@lacity.org, councilmember.huizar@lacity.org, councilmember.englander@lacity.org, councilmember.cedillo@lacity.org, councilmember.harris-dawson@lacity.org, councilmember.fuentes@lacity.org
Cc: mayor.garcetti@lacity.org, councilman.ryu@lacity.org

Please distribute my email to the committee and make it part of the official file or record.

To: Planning and Land Use Management Committee
Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes
Re: Council file #11-1705 Citywide Sign Ordinance Revisions

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.

My family and neighbors lived for several years in the glow of a Digital Billboard at Barham and Cahuenga. The brightness of the digital Billboard reflected into our home at night. I installed shutters to try to block it out. I am on a Hollywood Hills street named Bonnie Hill Drive off of Oakshire and Adina. Many others throughout the Cahuenga Pass neighborhood including the canyons were negatively impacted by that Digital Billboard. Outdoor advertising has a place in commercial areas which don't negatively impact residential properties. I don't think you or your families would want to live like we had to live for years because a corporation wanted to sell tickets to their amusement park.

This intersection where the Digital Billboard was located is categorized as an "F" according to city records. That means it FAILS for the gross number of accidents. It is a dense traffic pattern and that's why the digital billboard companies wanted it so badly. No one cared about the residents until Lamar's lawsuit and then the billboard lights were turned off and we got our enjoyment of our homes returned to us. It was a horrendous way to live.

Please protect your taxpayers in Los Angeles. Please protect your citizen's homes in Los Angeles. Please protect and defend our quality of life and let us enjoy our properties brightness-free in Los Angeles.

Thank you.

Sincerely,
Roberta Dacks
[310-925-0069](tel:310-925-0069)



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705 Citywide Sign Ordinance Revisions

3 messages

Meyer Shwarzstein <meyer@brainmedia.com>

Wed, Apr 13, 2016 at 1:29 PM

To: sharon.dickinson@lacity.org

Cc: councilmember.wesson@lacity.org, mayor.garcetti@lacity.org

Dear Ms. Dickinson,

I live in District 10 in Los Angeles. I've been following the discussions regarding billboards in Los Angeles for some time.

I urge the committee-members to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015.

This new ordinance isn't perfect but it goes a fair distance to improve our city.

Los Angeles has the potential to sell itself as a beautiful city. Our weather allows us to have gardens everywhere all the time - even with low water usage. We've started to limit the light pollution at night so that more stars are visible. The outdoors should offer us relief from the ongoing barrage of advertising that follows our every move on TV our phones and on the Internet. We should not suffer the constant distractions while we're driving, walking or biking.

Please please take the influence of big corporations out of our air space.

We continue to take actions to protect our physical health - we need to protect our mental health as well.

Thank you for your consideration in this matter.

Sincerely,
Meyer Shwarzstein
1902 Preuss Road
Los Angeles, CA 90034

Suellen Wagner <swag1274@aol.com>

Wed, Apr 13, 2016 at 2:02 PM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, councilman.krekorian@lacity.org

Re: Council file #11-1705 Citywide Sign Ordinance Revisions

April 13, 2016

To: Planning and Land Use Management Committee
Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

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.

Sincerely,

Suellen Wagner
12184 Laurel Terrace Dr.
Studio City CA 91604

Suellen Wagner <swag1274@aol.com>

Wed, Apr 13, 2016 at 2:05 PM

To: sharon.dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, councilmember.krekorian@lacity.org

Re: Council file #11-1705 Citywide Sign Ordinance Revisions

April 13, 2016

To: Planning and Land Use Management Committee
Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

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.

Sincerely,

Suellen Wagner
12184 Laurel Terrace Dr.
Studio City CA 91604



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Patrick Frank <plf@grabados.org>

Wed, Apr 13, 2016 at 2:08 PM

To: sharon.dickinson@lacity.org

Dear Ms Dickinson

Please post this message to the file, and distribute to the PLUM committee members:

Dear Chairman Huizar and PLUM Committte members

Please, please PLEASE vote to adopt version B+ of the citywide sign ordinance at the up coming PLUM committee meeting. This version was approved by the planning commission on 10/22/15 after a lot of work, and it needs to get done just as it is. Version B+ has a great many positive features for citizens. Some of these are:

- A high takedown ratio of of existing billboards in exchange for new ones
- Denies amnesty to unpermitted billboards
- Bans commercial speech in city owned facilities
- Restricts new off-site signs to sign districts
- Has toothy penalties for sign law violations

Question: Will you vote with citizens or with sign companies? A vote for citizens means a vote for Version B+

I am going to be watching your every move on this issue. Thank you for your attention.

Yours cordially
Patrick Frank
1622 Crescent Place
Venice



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File 11-1705

Jack Humphreville <JackH@targetmediapartners.com>

Wed, Apr 13, 2016 at 2:40 PM

To: "Jose Huizar (councilmember.huizar@lacity.org)" <councilmember.huizar@lacity.org>, "Marqueece Harris-Dawson (Councilmember.Harris-Dawson@lacity.org)" <Councilmember.Harris-Dawson@lacity.org>, "Gil Cedillo - CD 01 (councilmember.cedillo@lacity.org)" <councilmember.cedillo@lacity.org>, "Mitch Englander (Councilmember.Englander@lacity.org)" <Councilmember.Englander@lacity.org>, "Felipe Fuentes - CD 07 (councilmember.fuentes@lacity.org)" <councilmember.fuentes@lacity.org>
Cc: Sharon Dickinson <Sharon.Dickinson@lacity.org>, "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>

Dear Chairman Huizar and Committee members:

Are you going to respect our neighborhoods and quality of life? Or are you going to sell out to the billboard companies?

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.

Sincerely,

Jack Humphreville



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Stuart Magruder <smagruder@studionovaa.com>

Wed, Apr 13, 2016 at 2:54 PM

To: Sharon.Dickinson@lacity.org

Cc: Nicci Solomons <nicci@aialosangeles.org>, Will Wright <will@aialosangeles.org>, mayor.garcetti@lacity.org

Dear Chairman Huizar and Committee members -

I am writing to you as an architect, a Los Angeles based small business owner, a resident of our great city, and 2012 President of the American Institute of Architects Los Angeles chapter to urge your approve of 'version B+' of the Citywide sign ordinance adopted by the City Planning Commission on Oct. 22, 2015.

That version helps protect our communities and neighborhoods because:

- 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.

As an architect, I prize the amazing and diverse built environment that is Los Angeles. Please help keep it free from the pernicious placeless-ness that is billboard advertising. Our City's visual bandwidth is extremely valuable. Let's keep for the benefit of all Angelenos!

Thanks -

Stuart Magruder, AIA, LEED

Studio Nova A Architects, Inc.

4337 West 59th Street

Los Angeles, CA 90043

[323 292-0909](tel:3232920909) (o)

[310 923-8297](tel:3109238297) (c)

smagruder@studionovaa.com

www.studionovaa.com

www.facebook.com/studio.nova.a.architects

www.linkedin.com/in/stuartmagruder

www.twitter.com/studionovaa

Specializing in highly sustainable contemporary architecture.



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Carol Eisner <carol@eisnerpr.com>

Wed, Apr 13, 2016 at 3:01 PM

To: councilmember.huizar@lacity.org

Cc: councilmember.wesson@lacity.org, TVm0m@aol.com, mayor.garcetti@lacity.org, Sharon.Dickinson@lacity.org

Dear Chairman Huizar and Committee members:

I met you when we worked on events related to my advocacy work at the American Diabetes Association and your help to improve the health of all families in Los Angeles including your own who may be affected by type 2 diabetes.

I write you now on a different matter: Kindly approve **version B+** of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. Here in our neighborhood of Crestview just east of La Cienega, we are blinded by the light that emits and buzzes around us. 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.

Thank you for your incredible devotion and your service to our city.

Sincerely,

Carol Eisner, Elected Board Member, League of Women Voters of Los Angeles, Communications Chair

Carol Eisner
Los Angeles, CA
(310) 839-1400
carol@eisnerpr.com

EISNER PUBLIC RELATIONS





Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Steve Freedman <stevefreee@gmail.com>

Wed, Apr 13, 2016 at 3:41 PM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, Mike Bonin <mike.bonin@lacity.org>

To: Planning and Land Use Management Committee
Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revisions

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 to the file and distribute to committee members.

Sincerely,

Steve Freedman



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705 Citywide Sign Ordinance Revisions

stephanie@stephanieriseley.com <stephanie@stephanieriseley.com>

Wed, Apr 13, 2016 at 3:51 PM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, Wayne Clayton <Wdclayton2@aol.com>, amyg93@aol.com

To: Planning and Land Use Management Committee

Councilmember Jose Huizar, Chair

Councilmember Marqueece Harris-Dawson

Councilmember Gilbert Cedillo

Councilmember Mitchell Englander

Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revisions

Dear Chairman Huizar and Committee members:

I work full time, so I can't be at this meeting. Billboard blight makes driving in LA more dangerous, and from my window they ruined my view in every direction. Now, these council people should remember Bell, and where those people are now.

The money these CBS, and other advertises spend influencing our Council should be investigated. In the meantime:

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.

Sincerely,



323.933.4377

  [website:stephanieriseley.com](http://www.stephanieriseley.com)

Download [4 Free Chapters of "Love From Both Sides"](#)



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Miryam Bachrach <miryamb@earthlink.net>

Wed, Apr 13, 2016 at 4:07 PM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, paul.koretz@lacity.org

Please post my comments in the file and distribute to committee members. Thank you.

To: Planning and Land Use Management Committee

Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revisions

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.

Sincerely,

Miryam Bachrach



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Robert Lipman <rlipman@me.com>

Wed, Apr 13, 2016 at 4:10 PM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org

Attention Sharon Dickinson:

Please post my comments in the file and distribute to committee members. This is a very important issue to me. I hate the signage and insist that the city stop this form of pollution.

Thank you,

Robert Lipman

To: Planning and Land Use Management Committee
Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revisions

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.

Sincerely,

Robert Lipman



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

tm.cnnlly@yahoo.com <tm.cnnlly@yahoo.com>

Wed, Apr 13, 2016 at 4:11 PM

Reply-To: tm.cnnlly@yahoo.com

To: "Sharon.Dickinson@lacity.org" <Sharon.Dickinson@lacity.org>

Cc: "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>

Please post my comments in the file and distribute them to committee members.

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.

Sincerely,

Timothy Connolly

Los Feliz, 90027

(registered voter)



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File #11-1705 = SUPPORT VERSION B+

Will Wright <will@aialosangeles.org>

Wed, Apr 13, 2016 at 4:13 PM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, Clare Eberle <clare.eberle@lacity.org>, Phyllis Nathanson <phyllis.nathanson@lacity.org>, Andrew Westall <andrew.westall@lacity.org>

Dear Planning and Land Use Committee of the Los Angeles City Council:

As the Director of Government & Public Affairs of the Los Angeles Chapter of the American Institute of Architects, I am writing to express our strong support for 'version B+' of the Citywide sign ordinance adopted by the City Planning Commission on Oct. 22, 2015.

Version B+ strikes a keen balance and will ultimately protect the economy of Los Angeles in that for a city to truly remain prosperous, it needs to retain its attractiveness. Ugly cities disenfranchise people and scare thriving businesses away.

Version B+ 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.

The AIA|LA and its 3500+ members take pride in the amazing and diverse built environment that is Los Angeles. Please help keep it free from the pernicious placeless-ness that is billboard advertising. Our City's visual bandwidth is extremely valuable.

Let's keep our city beautiful and attractive for the benefit of all Angelenos!

Very truly yours,

Will Wright, Hon. AIA|LA

Director, Government & Public Affairs

American Institute of Architects/Los Angeles Chapter

3780 Wilshire Blvd, Suite 800

Los Angeles, CA 90010

(o) (213) 639-0764

(m) (310) 309-9580

will@aialosangeles.org

www.aialosangeles.org

[Subscribe to the AIA|LA Newsletter](#)



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Sandra Cutuli <scutuli@earthlink.net>

Wed, Apr 13, 2016 at 4:19 PM

To: Councilmember.huizar@lacity.org, councilmembercedillo@lacity.org, councilmemberenglander@lacity.org, councilmemberfuentes@lacity.org, CouncilmemberHarris-Dawson@lacity.org

Cc: mayor.garcetti@lacity.org, Sharon.Dickinson@lacity.org

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 districts 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.

Sincerely,

Sandra Cutuli



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705 Citywide Sign Ordinance Revisions

Craig Rich <craig.rich@alumni.stanford.edu>

Wed, Apr 13, 2016 at 4:28 PM

Reply-To: Craig Rich <craig.rich@alumni.stanford.edu>

To: Sharon.Dickinson@lacity.org

Cc: paul.koretz@lacity.org, mayor.garcetti@lacity.org, Craig Rich <craig.rich@stanfordalumni.org>

Sharon,

Hello. I had some related to the upcoming sign ordinance PLUM committee meeting and I would like my comments below to be posted in the file and distributed to committee members.

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.

Sincerely,
Craig Rich



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Jean Katz <jeankatz@earthlink.net>

Wed, Apr 13, 2016 at 5:05 PM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, councilmember.koretz@lacity.org

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.

Sincerely,

Jean Katz

jeankatz@earthlink.net

(310) 276-7941 Home

(310) 422-0555 Cell



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705 Citywide Sign Ordinance Revisions

Matt W <mjwright2001@gmail.com>

Wed, Apr 13, 2016 at 6:11 PM

To: "sharon.dickinson" <sharon.dickinson@lacity.org>, mayor.garcetti@lacity.org, "councilmember.wesson" <councilmember.wesson@lacity.org>

To: Planning and Land Use Management Committee
Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revisions

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.

Sincerely,

Matt

—

Matthew Wright

UCLA, MPH Student

www.hegetsense.com

[323 767-6351](tel:3237676351)



Sharon Dickinson <sharon.dickinson@lacity.org>

billboards

Linda Pearl <pearldot@gmail.com>

Wed, Apr 13, 2016 at 6:16 PM

To: Sharon.Dickinson@lacity.org

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.

Sincerely,

Linda Pearl



Sharon Dickinson <sharon.dickinson@lacity.org>

Billboards

Linda Pearl <pearldot@gmail.com>

Wed, Apr 13, 2016 at 6:16 PM

To: Sharon.Dickinson@lacity.org

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.

Sincerely,

Linda Pearl



Sharon Dickinson <sharon.dickinson@lacity.org>

Billboards

j patterson <jpatterson1222@yahoo.com>

Wed, Apr 13, 2016 at 6:20 PM

Reply-To: j patterson <jpatterson1222@yahoo.com>

To: "Sharon.Dickinson@lacity.org" <Sharon.Dickinson@lacity.org>

Cc: "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>

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.

Sincerely,

Judy Patterson

Los Angeles



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file 11-1705

Terry Reichelderfer <tar48@me.com>

Wed, Apr 13, 2016 at 7:03 PM

To: Sharon.Dickinson@lacity.org

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.

Terry Reichelderfer

Sent from my iPhone



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705 - Billboards

Reagan McClymonds <rmcclymonds@peoplepc.com>

Wed, Apr 13, 2016 at 9:11 PM

To: Sharon.Dickinson@lacity.org, mayor.garcetti@lacity.org, mike@11thdistrict.com

To: Planning and Land Use Management Committee
Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revisions

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.

Additionally, I would like to see the removal of the Truecar sign on the 1640 Sepulveda building in Palms on the 405, the removal and ongoing prohibition of freeway and roadside digital boards, and a clean-up of the abomination at Century and the 405 near LAX that serves as the "gateway to Los Angeles". While I know that is City of Inglewood property, I'll never be convinced that neither the City of Los Angeles nor the State of California could not do anything about it. What an embarrassment to all local residents.

Sincerely,

Reagan McClymonds

310 312 6080



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Robert W. Pann <bobpann@earthlink.net>
To: Sharon.Dickinson@lacity.org
Cc: mayor.garcetti@lacity.org, paul.koretz@lacity.org

Wed, Apr 13, 2016 at 10:42 PM

I, Robert Pann, request that the comments below be posted in the file and distributed to committee members.

To: Planning and Land Use Management Committee
Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revisions

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.

Sincerely,

Robert W. Pann
2512 Aiken Avenue

Los Angeles CA 90064-3306



Coalition to

Ban Billboard Blight

Protect our public spaces, defend our visual environment

www.banbillboardblight.org

April 13, 2016

Los Angeles City Council
Planning and Land Use Management Committee
Councilman Jose Huizar, Chair
Councilman Gilbert Cedillo
Councilman Mitchell Englander
Re: Council File #11-1705 Revisions to Citywide Sign Ordinance

Dear Committee Members,

I am writing to urge you to approve without delay version B+ of the citywide sign ordinance adopted by the City Planning Commission on Oct. 22, 2015. This version incorporates a number of important provisions to protect the city's communities and neighborhoods from the negative impacts of billboards and other forms of outdoor advertising that create visual blight and subject residents for sales pitches for alcohol, fast food, violent movies and TV programs and products that include demeaning and sexualized depictions of women.

These important actions of the planning commission include:

- Restricting all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
- Requiring 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.
- Establishing 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.
- Denying any amnesty to billboards without permits or out of compliance with their permits.
- Prohibiting billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

Since the planning commission's action, more than 50 individuals and representatives of community organizations have sent letters of support for version B+ of the sign ordinance, which are posted in the City Clerk's council file. To the extent it is possible to determine, these individuals and community organizations are from many areas of the city, including West L.A. and Westwood, Venice, the Midtown and Mid-Wilshire areas, Hollywood, Silverlake and Echo Park, Elysian Park, San Pedro, Eagle Rock, Studio City, Encino, and Tarzana.

Please act now to support communities and neighborhoods.

Sincerely,
Dennis Hathaway, President
Coalition to Ban Billboard Blight