



Sharon Dickinson <sharon.dickinson@lacity.org>

CF 11-1705 -- Citywide Sign Ordinance

John Given <john@johngiven.com>

Tue, Apr 19, 2016 at 12:22 AM

To: Jose Huizar <councilmember.huizar@lacity.org>, Marqueece Harris-Dawson <councilmember.harris-dawson@lacity.org>, Gilbert Cedillo <councilmember.cedillo@lacity.org>, Councilmember Mitchell Englander <councilmember.englander@lacity.org>, Felipe Fuentes <councilmember.fuentes@lacity.org>

Cc: Mayor.Garcetti@lacity.org, Mike Bonin <mike.bonin@lacity.org>, Tricia Keane <tricia.keane@lacity.org>, sharon.dickinson@lacity.org, etta.armstrong@lacity.org

Dear Ms. Dickinson, please place a copy of this communication in Council File 11-1705.

Thank you,

John Given

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

Honorable Chairman Huizar and Committee Members:

I had hoped to testify in person at the hearing for the sign ordinance at your meeting on April 19, 2016, but I unfortunately have a conflict and will likely not be able to attend.

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 best protects 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.

Our City Planning Commission very thoughtfully considered a variety of potential revisions to the City's sign ordinance during multiple hearings last year. In making its recommendations, the Planning Commission heard and considered the disparate views of many interested stakeholders. The sign ordinance is directly related to one of the Planning Commission's most important recent planning policy documents, which unequivocally calls for arresting visual blight (see "Do Real Planning," p.22, available at: <http://planning.lacity.org/>)

Reorganization/DoRealPlanning.pdf). The CPC's B+ version of the sign ordinance provides the best opportunity to do just that.

"Amidst the clutter of power lines, slapdash signage, and the demolition of our historic gems, it is difficult to find visual calm on our streets. The Planning Department has a key role to play in reducing the built intrusions into the lives of our residents. We must seek phased elimination of above-ground wires, controlled limitation of signage to appropriate districts, numbers, and sizes, and preservation of our historic resources."

– Los Angeles City Planning Commission, Do Real Planning, p.23

The PLUM Committee and City Council should honor the Planning Commission's strong policy work on signage through a fair hearing of its recommendations to the Council on the Citywide Sign Ordinance.

Thank you for your consideration.

Sincerely,

John Given
2551 La Condesa Drive
Los Angeles, CA 90049



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Joshua Pretsky <pretsky@gmail.com>

Tue, Apr 19, 2016 at 5:54 AM

To: Sharon.Dickinson@lacity.org

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

Dear Ms. Dickinson,

I ask that my comments below be posted in the file and distributed to committee members. Thank you kindly.

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,

Joshua Pretsky, MD
11980 San Vicente, #910
Los Angeles, CA 90049
310-826-8633
joshuapretskymd.com

Tarzana Property Owners Association

April 19, 2016

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

Subject: Citywide Sign Ordinance, Council file 11-1705

The Tarzana Property Owners Association agrees with The Coalition to Ban Billboard Blight, the Hillside and Canyons Federation, and numerous other organizations that Version B+ provides the preferred regulations of signage in Los Angeles. Of critical importance, the proposed ordinance:

- Retains the 2002 ban on new off-site signs and eliminates exceptions to the ban that have led to a number of legal challenges. The ban applies to new signs as well as modifications to existing signs, such as conversions to digital.
- Denies amnesty to existing billboards that either lack permits or have been altered in violation of their permits.
- Restricts all new off-site signs, both conventional and digital, to sign districts in a limited number of high-intensity commercial areas currently zoned regional center or regional commercial. This restriction complies with federal court rulings on challenges to the off-site sign ban
- Prohibits flashing, digital, or moving signs in residential zones.
- Requires all new off-site signs in sign districts to be offset by the takedown of existing off-site signs (i.e. billboards) in surrounding communities.
- Establishes a schedule of administrative penalties for sign code violations that are structured to act as a real deterrent to the erection of illegal billboards, supergraphic signs, and other sign types. Both the property owner and sign owner are responsible for violations.

In summary, we urge the Planning and Land Management Committee to approve Version B+ of the sign ordinance.

David R. Garfinkle
President, Tarzana Property Owners Association

Post Office Box 571448, Tarzana, CA 91357
www.tarzanapropertyowners.org



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705, PLUM Committee hearing today - APPROVE Version B+ Citywide Sign Ordinance Revisions

Terry Tegnazian <terrtteg@earthlink.net>

Tue, Apr 19, 2016 at 9:35 AM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, paul.koretz@lacity.org, joan.pelico@lacity.org, jeffrey.ebenstein@lacity.org, david.hersch@lacity.org

Dear Ms. Dickinson – please post these comments in the file for this matter, and distribute to committee members prior to today’s PLUM hearing on this matter.

Thank you,

Terry Tegnazian

President, Westwood Hills Property Owners Association

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

Dear Chairman Huizar and Committee members:

On behalf of the Westwood Hills Property Owners Association, which covers more than 600 single-family homes in the Westwood area, 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,
Terry Tegnazian

President, Westwood Hills Property Owners Association

Terry A. Tegnazian

President, Westwood Hills Property Owners Association

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HOLLYWOOD HERITAGE, INC.
P.O. Box 2586
Hollywood, CA 90078
(323) 874-4005 • FAX (323) 465-5993

April 19, 2016

Planning and Land Use Committee
200 North Spring Street
Roybal Hearing Room 350 – 2:30 PM
Los Angeles, CA 90012

RE: PUBLIC COMMENT: Revised Citywide Sign Ordinance
CF 11-1705, City Attorney Report R16-0092
RELATED CASES: CPC-2009-0008-CA, CF08-2020, CF11-0724, CF 11-1705, CF 12-
1611, ENV 2009-009-CE, CPC-2015-3059-CA

Dear Planning and Land Use Committee Members:

Hollywood Heritage, Inc. has a preservation interest in Hollywood, a City of Los Angeles regional center as defined in the proposed Citywide Sign Ordinance. The LA City Attorney Report dated March 21, 2016 recommended to City Council the adoption of the City Planning proposed citywide sign ordinance Version B, attached to the report and is dated April 19, 2016. This ordinance, and other prior versions, seeks to amend LAMC Section 13.11 to allow for two types of sign districts, Tier 1 and Tier 2.

This proposed and revised Citywide Sign Ordinance requires City Planning Commission to prepare a report regarding a proposed Tier 1 sign district to evaluate the effects on aesthetics and traffic safety. Should City Council adopt this version, or any similar version, of the Citywide Sign Ordinance along with supporting findings; and/or determine that the project is exempt from CEQA (ENV 2009-0009-CE), Hollywood Heritage **requests that it be a consulting party** to the City project review process when any area within Hollywood be identified as a proposed new Tier 1 Sign District, or if there is a proposed amendment or change the existing Hollywood SUD, or should a project require a sign variance adjacent to or as part of a Qualified Historic Building or Resource located in Hollywood.

Sincerely,

A handwritten signature in blue ink, appearing to read "Richard Adkins".

Richard Adkins
President, Hollywood Heritage, Inc.

Cc: Council of the City of Los Angeles, 13th Council District
Councilmember, Mitch O'Farrell and Policy Advisor, Christine Peters
Via email: councilmember.ofarrell@lacity.org, christine.peters@lacity.org



Sharon Dickinson <sharon.dickinson@lacity.org>

Council #11-1705 - billboards

Gloria Campbell <swell108@gmail.com>

Tue, Apr 19, 2016 at 12:57 PM

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

Dear Members of the Land Use/Planning Committee:

I just hear about this week's meeting so I hope this arrives in time.

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.
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.
- Requires the removal 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.

We need to make as many efforts as possible to beautiful our city; not clutter it with more visual messaging.

Thank you.

Gloria G. Campbell

1742 Stoner Ave #2

Los Angeles, CA 90025