



Homeowners of Encino

◆ Serving the Homeowners of Encino ◆

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June 30, 2015

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 the Citywide Sign Ordinance

Dear Committee Members:

Homeowners of Encino urges a NO vote on the proposed billboard amnesty and the proposed conditional use permit process for new digital billboards.

- 1) Billboards without permits or in violation of their permits should be examined on a one-by-one basis and enforcement action taken where evidence of violations exists.
 - a) The billboard industry should not be exempted from complying with city codes when other businesses and individuals are cited and prosecuted for violating city laws.
 - a) The City Attorney has sent a letter to city officials saying that the code is enforceable against many billboards lacking permits and in violation of their permits. He has also offered his office's resources to aid this enforcement effort
 - c) If amnesty is approved billboard companies would be allowed to count unpermitted and violating billboards against any future takedown requirements.
- 2) New digital billboards should be allowed ONLY in sign districts in high-intensity commercial districts, as set forth in the pending citywide sign ordinance passed by the City Planning Commission.
 - a) Allowing new digital billboards outside sign districts puts the city's 2002 off-site sign ban at risk and could lead to companies putting up new commercial advertising signs of all types anywhere in the city. A CUP process would be a magnet for additional sign litigation, because each denied CUP would provide the basis for a new lawsuit.
 - b) The CUP process would allow Clear Channel and other billboard companies to put up new

digital billboards on any commercial street in the city, as well as turn on the existing digital billboards turned off by court order two years ago.

c) Most commercial streets in the city are closely bordered by residential areas of homes and apartments. It is virtually impossible to protect these residences from the negative effect of the intensely bright, constantly changing light of the billboards.

d) These bright, constantly changing ads for corporate products like fast food, alcohol, cars, and electronics do nothing to help local businesses, and degrade the character of local neighborhoods.

e) Digital billboards are designed to attract the attention of motorists, and adding them as another distraction in our already congested streets is irresponsible.

Cordially yours,

A handwritten signature in cursive script that reads "Gerald A. Silver". The ink is dark and the signature is fluid and legible.

Gerald A. Silver, Pres.