



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File: 11-1705 - Sign Ordinance

1 message

Jay Ross <ross_jay@hotmail.com>

Tue, Jun 7, 2016 at 7:24 AM

To: "tricia.keane@lacity.org" <tricia.keane@lacity.org>, "Alan.alietti@lacity.org" <Alan.alietti@lacity.org>, "Sharon.Dickinson@lacity.org" <Sharon.Dickinson@lacity.org>, "Mayor.garcetti@lacity.org" <Mayor.garcetti@lacity.org>

To CD11, Council/PLUM and Mayor:

Re: Council File: 11-1705

I concur with the following and support of City Planning Commission's 10/22/15 actions on the Sign Ordinance.

I oppose efforts to permit billboards (especially digital billboards) outside of sign districts.

*I support the new Sign Ordinance Version B+ as approved by the **City Planning Commission** on 10/22/2015 and urge the PLUM committee and City Council to adopt that version of the ordinance that:*

- a) *Disapproves any AMNESTY for existing billboards that lack permits or have been altered in violation of their permits.*
- b) *Disapproves the "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) *Restricts any new off-site signs, including digital billboards, to sign districts in 22 areas zoned for high-intensity commercial use.*
- d) *Requires 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) *Sets administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage.*
- f) *Prohibits off-site signage in city parks and recreation facilities.*

Jay Ross

2300 Amherst Ave.

West LA 90064

