



Sharon Dickinson <sharon.dickinson@lacity.org>

Re: Council File: 11-1705

1 message

Keith Solomon <keithsolomon@me.com>

Mon, Sep 5, 2016 at 8:29 AM

To: Sharon.Dickinson@lacity.org

Cc: Alan.aliotti@lacity.org

Dear Ms. Dickinson,

I am writing you in 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.

I hope that you will vote in support of the Version B+.

Sincerely,

Keith Solomon
2348 Kelton Avenue
LA, CA 90064

www.KeithSolomon.com



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File: 11-1705

1 message

Kathy Hersh <kathylhersh@gmail.com>
To: Sharon.Dickinson@lacity.org

Mon, Sep 5, 2016 at 9:47 AM

*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.*



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File: 11-1705 - We oppose efforts to permit billboards (especially digital)

1 message

Karna Ruskin <kjbruskin@aol.com>

Mon, Sep 5, 2016 at 10:12 AM

To: Sharon.Dickinson@lacity.org

Cc: Mayor.garcetti@lacity.org, Alan.alietti@lacity.org

Dear Ms. Dickinson,

*We 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.*

Thank you,

*Karna and Morris Ruskin
LA, 90064*



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File: 11-1705

1 message

Sarah Hays <sirrah@sbcglobal.net>

Mon, Sep 5, 2016 at 11:44 AM

To: Sharon.Dickinson@lacity.org

Cc: Eric Garcetti <Mayor.garcetti@lacity.org>, Alan.alietti@lacity.org

Ms. Dickinson and Mr. Alietti - Please provide copies to PLUM Committee members as well as members of the entire LA City Council -

Dear LA City Council Members and PLUM Members -

I took the Expo Line downtown yesterday to visit the Grammy Museum. I was interested to see the new buildings that are going up and have gone up in the neighborhood recently. I was distressed to see how much of the visual landscape there is overwhelmed by advertising signs. Interesting architecture makes a city; advertising that covers up that architecture makes blight. Who thought it was a good idea to sell off the visual landscape to the sign companies? No amount of money that they contributed to your campaigns is worth selling out the city that we all live in. If you voted to approve this, you should be ashamed of yourselves!

Now you are contemplating the billboard issue again. You have recommendations from the City Planning Commission to adopt Sign Ordinance Version B+. Stop trying to water down their recommendations and pass this new Ordinance! Don't inflict what you have allowed Downtown on the rest of us!

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.
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- 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.

Sincerely,

Sarah Hays
10509 Blythe Ave - Los Angeles CA 90064
310/558-3538 - sirrah@sbcglobal.net



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File #11-1705

1 message

Valerie Brucker <vbrucker@earthlink.net>
To: Alan.alietti@lacity.org, mayor.garcetti@lacity.org
Cc: sharon.dickinson@lacity.org

Mon, Sep 5, 2016 at 4:08 PM

I continue to write letters regard signage, especially digital signs. Please support Version B+. As a west Los Angeles resident who lives quite near Westwood Blve, I find that proliferation of billboards abhorrent.

Our once-lovely area has turned into a mass and mess of billboards on every conceivable rooftop. And the subject matter is even more distressing, including the billboard on Westwood and little Santa Monica for "vaginal rejuvenation" My grandson wants to know what all the signs mean, but this is particularly distressing.

Why can't our once friendly and lovely neighborhood retain ANY semblance of its previous charm?

Come On folks, please don't let are win.

Sincerely Valerie Brucker