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City Councilmembers  
City Hall  
200 N. Spring Street  
Los Angeles, CA 90012

October 15, 2012

Re: CF # 12-1611  
Item #10

Honorable Councilmembers:

I urge you to oppose CF # 12-1611, Item #10 when it comes to City Council on Tuesday, October 16.

The public has been voicing its opposition to billboards for more than five years. The Sign Ordinance that was approved by the City Planning Commission in 2009 was a good ordinance. It provided for reasonable regulations of billboards and for take-downs. At each subsequent PLUM meeting more than sixty homeowner associations and neighborhood councils from throughout the city spoke against billboards. The opposition to the revision in the Sign Ordinance was overwhelming. The public does not want them.

You are our elected representatives. Your constituents expect you to represent their best interests, not the best interests of the sign industry.

The city has been winning the lawsuits against the sign industry. Why would you invent the excuse that you need to make a settlement when you are winning? It doesn't make any sense.

The motion says the City could earn revenue by legalizing illegal billboards. The City makes so little money off of billboards, it would be but a drop in the bucket. Why would you permanently destroy the quality of life in our neighborhoods for two cents? It doesn't make sense.

Do the right and honorable thing, honorable councilmembers. Vote NO on CF #12-1611.

Sincerely,

Marian Dodge