

Westwood South of Santa Monica Blvd
Homeowner's Association
Incorporated November 8, 1971
P. O. Box 64213
Los Angeles, CA 90064-0213
www.westwoodsouth.org

October 15, 2012

Los Angeles City Council
City Hall
Los Angeles, CA 90012

Via email: councilmember.reyes@lacity.org; councilmember.zine@lacity.org;
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councilmember.alarcon@lacity.org; councilmember.krekorian@lacity.org;
tom.labonge@lacity.org

Subject: Council File 12-1611: We respectfully and strongly request your opposition

Dear President Wesson and Honorable Councilmembers:

Our community has been in the heart of the territory staked out by the outdoor advertising industry for its digital signs. We host a large number of those signs and were greatly opposed to the secret billboard settlements that the Council engaged in with the guidance of former City Attorney Delgadillo. We subsequently challenged the legality of a number of signs in our community and are STILL IN LITIGATION regarding those signs. It is a good fight worth having over an important issue to our constituents, our community and the greater City at large.

We wholeheartedly believe that the SUMMIT CASE should and must be heard before the Court of Appeal and a decision rendered by the Court so that the City can take the decision from this case and from the World Wide Rush case and forge a comprehensive sign policy once and for all.

We recognize the litigious nature of the outdoor advertising industry but this is not a time to fold the City's tent and make a deal behind closed doors. It was a wise and good thing that the court threw out the secret settlement which leaves the City open to crafting a true public policy... one not written by the lobbyists for the billboard industry.

We recognize the dire fiscal condition of the City. However, there is a greater policy issue at stake before the City seeks nickels, dimes and even dollars from any special interest group in exchange for favors that rob the citizens of their voice and that have long lasting impacts on the quality of life in the City and the safety and well-being of its inhabitants.

Enough is enough. Halt these efforts to stop the wheels of justice from moving forward and

hearing and rendering a decision in the Summit case. That case is much more than a fight between advertising companies and will, as we all know, (and as the billboard companies fear) will have far-reaching impacts. The community has filed an AMICUS BRIEF to represent the citizens of Los Angeles in this case and on this issue. We want our voice to be heard in court. Why is it that we believe our voices will be heard in Court and not in the City Council?

We ask that you OPPOSE CF 12-1611. We've had enough of the back room deals of the billboard industry. The days of back room deals are meant to be over. We seek complete transparency from our City and Council and await our day in court on October 30th.

Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Barbara Broide".

Barbara Broide
Westwood South of Santa Monica Blvd. Homeowners Association

CC: Chris Koontz, CD 5
Coalition to Ban Billboard Blight
June Lagmay, LA City Clerk
Patrice Lattimore

October 15, 2012

Re: **Opposition to CF #12-1611**

Honorable Councilmember:

I am writing to you as a concerned resident about the visual landscape of our entire City. As I drive through various areas of Los Angeles, I am noticing an ever increasing number of brightly flashing oversized billboards along freeways and within various business districts. The digital billboards now operating have caused visual blight, light trespass into nearby homes and apartments, and potential traffic/safety hazards. There is no justifiable reason to rush through the Digital Sign Motion, introduced on October 10, 2012. This behind-closed -doors deal brokered by the billboard industry would weaken and subvert long fought protections for our communities. It is critical that no new settlements with the billboard industry be forged at this time, especially before the Court of Appeals rules in the Summit Case. Let the legal system move forward.

Therefore, I strongly urge you to **oppose** the motion (Reyes-Krekorian-Cardenas) relative to convening a working group to address digital sign issues and extinguish the City's potential liabilities in relation to settlement agreements.

Thank You for Your Consideration,

Maria Fisk