



Patrice Lattimore <patrice.lattimore@lacity.org>

CPC-2015-3059-CA: Proposed Ordinance Revising the Citywide Sign Regulations [Related Council Files: 11-1705, 08-2020, 11-0724, 12-1611]

Goldstone, Raymond <rgoldsto@saonet.ucla.edu>

Fri, Oct 16, 2015 at 11:17 AM

To: "Patrice.Lattimore@lacity.org" <Patrice.Lattimore@lacity.org>, "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>

I regret that I shall be unable to attend the October 22, 2015 meeting of the City Planning Commission at which members are scheduled to hear proposed revisions to the Los Angeles Citywide Sign Ordinance; however, as a resident of the City of Los Angeles for 73 years, I ask that you consider my views. They are summarized below.

After study, I have concluded that the Citywide Sign Ordinance now pending before the City Planning Commission must be improved and strengthened before it goes to the full City Council.

Substantive changes to the ordinance since public hearings were held in 2009 have significantly weakened the ordinance.

I support the Sign Ordinance without the changes introduced by PLUM. Thus, with this writing, I request in the strongest terms that CPC and ultimately the Los Angeles City Council:

- **Disapprove any amnesty for billboards that lack permits or have been altered in violation of their permits.**

- **Disapprove the "grandfathering" of 14 sign districts that have been added to the ordinance since it was reviewed by CPC in 2009. This "grandfathering" weakens the City's off-site sign ban and creates a confusing and unmanageable patchwork for enforcement.**

- **Disapprove any new process, *including a Conditional Use Permit process*, to authorize construction or operation of digital off-site signs outside of sign districts.**

- **Increase the takedown ratio of existing billboards in exchange for any new off-site signs in sign districts. Takedown should be no less than 4 square feet removed for every 1 square foot of traditional billboards erected and no less than 8 square foot removed of traditional billboards for every 1 square foot of new digital billboards. There should also be community benefits offered *in addition to required takedowns, not instead of sign removal.***

Request that the City Attorney review all signs without permits, as well as those altered in violation of their permits, for enforcement action and compliance.

Respectfully,

A handwritten signature in black ink that reads "R. Raymond Goldstone". The signature is written in a cursive style with a horizontal line through the middle of the name.

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