

From: Mindy Taylor-Ross <mindytr@verizon.net>
To: <barbara.greaves@lacity.org>, <mayor@lacity.org>
CC: Dennis Hathaway <ddhathaway@ca.rr.com>, Laura Silagi <lrsilagi@ca.rr.com...>
Date: 9/8/2008 1:43 PM
Subject: Ban Billboard Blight - NO to Selling Rights to Advertisers
Attachments: mindytr.vcf

Dear Ms. Greaves and Mayor Villaraigosa, Please register our NO vote voice to the City Council vote this Wednesday on a proposal to sell the rights to put electronic billboards advertising private products and services on the outside facade of the LA Convention Center.

I hope that the City Council protect its constituents from the constant barrage of advertising that comes our way on a daily basis. It is, quite frankly, unhealthy.

Thank you for your consideration,

Mindy Taylor-Ross
on behalf of The Venice Community Coalition

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Mindy Taylor-Ross\
mindytr@verizon.net\
Cell: (310) 592-0742}

From: "Jordan Goldman" <jordgold@gmail.com>
To: <barbara.greaves@lacity.org>
CC: <councilmember.weiss@lacity.org>
Date: 9/8/2008 1:06 PM
Subject: Billboard ordinance / City Council file #08-2020

My name is Jordan Goldman, I'm a Los Angeles resident. I'm writing to urge the City Council to take the strongest possible stand against billboards and electronics signs in LA. The signs are really horrible visual pollution, they're wasteful of precious energy, and they frankly make our city look very trashy. The massive amount of huge signs sends a clear message to citizens and visitors alike that we don't care about our city's appearance or the quality of life of its residents. They are horrible. Please stand strong in regulating them.

I am a member of the Coalition to Ban Billboard Blight.

- Jordan Goldman
1549 1/2 S Wooster St
Los Angeles, CA 90035

From: "Steven J. Coker, CFP" <cokertax@prodigy.net>
To: <barbara.greaves@lacity.org>
CC: Andrew Westall <andrew.westall@lacity.org>, CD-5 Jennifer Badger <Jennif...
Date: 9/8/2008 12:07 PM
Subject: PLUM Comm. meeting Tues Sept. 9 re: Billboards, public comment

Ms, Greaves,

I understand that there is a meeting of the PLUM Committee tomorrow (Tues Sept. 9) to consider a motion to begin the process of rewriting the city's sign ordinance to address legal issues sign companies have raised to successfully circumvent the city's 2002 ban on new billboards and other forms of "off-site" advertising. I would like to provide public comment.

I have been following the billboard issue in Los Angeles for years. I am a former Neighborhood Council board member (So. Robertson NC) and member of its Land Use Committee. I do not claim to be an expert in this matter, but I feel I am well versed. I have read Building & Safety's regulations concerning signage. I have an extensive knowledge of my local neighborhood and signage in our area.

These are issues I feel are important.

-There does not appear to be an official billboard registry anywhere, only an "unofficial" one on a website maintained privately. The city should create one.

-Signs exist where determining an exact address is difficult or impossible. (Such as MTA right of way along Exposition Blvd. near Palms Blvd.) This makes reporting violations difficult or impossible. Almost no signs have an address on their pole/sign, as required by Building & Safety regulations.

-Existing Building & Safety regulations appear to be ignored. Small signs by a company called Fuel appear to have been constructed without permits at gas stations and many other businesses. They appear to be in violation of existing regulations concerning spacing between "off-site" signs. Signs by a company called Vista Media appear to ignore regulations for identification on the signs (none of their signs have ID numbers).

-The existing Building & Safety penalties appear to be too minimal. At \$1,000/day, it's barely more than the supposed \$25,000 month in rent a digital sign can rent for. Given the miniscule chance of being "caught", putting up illegal signs is an excellent financial bet. The penalty for illegal signs should be increased to \$25,000/day for digital billboards.

-The fact that billboard companies do not pay a tax to the city of Los Angeles is absurd. Many of these sign companies block traffic when they have to change signs. They rely on city streets to provide "customers" to view the signs. They occasionally block city streets to maintain the signs. Unlike other "free speech" like TV, radio, the internet, newspapers, magazines, etc. this is one of the only types of "free speech" that is forced on us. Companies have the right to "speak", but we should also have the right not to be forced to "listen".

Companies are getting the benefit of a forced audience, without paying for the privilege.

-The ban on billboards facing freeways is being ignored. In our neighborhood, the intersection of Robertson & National has an illegal sign facing the freeway. Enforcement has never occurred. If the city of Los Angeles cannot enforce existing regulations, they should ask the state of California Attorney General to step in and assist in enforcement.

-The enforcement of billboard regulations should not be done by an elected official, as long as elected officials can use billboards to advertise their election campaigns. Rocky Delgadillo's use of donated billboard space in his election, combined with his lack of enforcement of illegal billboards, is a significant controversy.

-Digital billboards should not be allowed to change their signs several times every minute. They are becoming more "TV's" than billboards. Ads should not be allowed to change more than once an hour.

-Billboards should not be allowed within 500' of any residentially zoned property to minimize nuisance. They should be banned within 250' of any property (irregardless of zoning) used as a residence.

-Billboards should not be allowed to advertise any controlled substance or business/product for adults only within 1000' of any school, school travel route, day care center, or house of worship between 7am and 4pm.

-All billboard lighting should be shut off between 11pm and 6am.

-Billboards should not be allowed within 500' of any adjoining city that bans billboards (like Culver City), so as to not circumvent those city's regulations.

-Billboards should not be allowed to be within 500' of any freeway or freeway onramp/offramp. Existing B&S reg's seem to ignore onramps/offramps, and concentrate only on the main highway. However, they same reasoning applies to both.

-Billboard companies should not be permitted to block streets to change or maintain a sign without getting a permit to do so. They should be banned from doing so during rush hour, to avoid causing gridlock.

-All "modernization" of billboards (i.e. conversion of non-digital to digital) should be treated as construction of a new billboard. These modernizations significantly alter the use and value of the billboard. Often, only the pole is left unchanged. A billboard is not primarily the pole, it is the face.

Thank you.

Steven Coker
cokertax@prodigy.net
1539 Sawtelle Blvd., Suite 12
Los Angeles, CA 90025

From: Janet Kleinbart <jplanet@pacbell.net>
To: <barbara.greaves@lacity.org>
Date: 9/8/2008 11:19 AM
Subject: NO BILLBOARDS-PLEASE!!!!!!!!!!!!

To all concerned:

I have sent these before, and am sending them again, as I will not be in town to vehemently argue against having these awful billboards in our neighborhood. If we don't take a good long look at what the appearance of our city represents, then we are missing the big picture of our individual lives on earth. It isn't just a capitalistic turn. We chose to live in cities to our liking, our level of careers and desired schools for our children. We develop communities and rave about community spirit if in fact we have one. In Encino, we do have a great sense of community spirit. It is rare perhaps in this big Los Angeles, but it really exists. I grew up in Milwaukee, Wisconsin, where people cared and worked hard to make a difference. They cleaned up the city, and it stayed that way. I remember my mom on the Mayor's Beautification Committee. They erected fountains, planted flowers and made sure litter didn't happen. Now I am far away in California where people give you the finger before they'll help you cross the street. I have however, found a community to live in and raise our children of a decent neighborhood with other people who care. Now Encino is suffering construction that is spinning out of control for some greedy developers, and huge billboards are being promoted as the next great thing. Well, it isn't the next good thing. It is terrible. It makes our neighborhood seedy, with garish lights and distracting images. For months last year I had to suffer seeing billboards for "premature ejaculation".... that was tough having to explain to my children. Will we have any say in what appears on the billboards? Of course not. It is up to you to prevent them from being constructed. There are plenty of other advertising venues available.

I am begging as a concerned citizen, don't allow these billboards.

Janet Kleinbart

To my fair elected city officials,

In regards to the concept of New Digital Billboards with bright lights and distracting sizes, remember this:

JUST BECAUSE YOU CAN, DOESN'T MEAN YOU SHOULD.

Please preserve the little dignity we still have as communities who care what is happening. Our society is spinning out of control. This is just another example of greed and self importance. Unfortunately, few will speak up against it and most don't even know about it. However, people will complain after they see the tackiness of it later.

We have more than enough garish signs all over our city. Los Angeles

can hardly be referred to as beautiful if this type of thing is allowed.

If we had a "Times Square" area, it would be understandable, but we don't, that is why people travel. We hope families will enjoy traveling here to see the famous HOLLYWOOD sign, and other fabulous sights.

Would you want these gigantic bright signs in your backyard???

I didn't think so.

As our elected officials, we expect you to represent our interests in the best manner for us and our city, as taxpayers, we support your salaries and the costs of running our city.

We DO NOT want huge colorful billboards all along our freeways and roads. We DO NOT want billboards to ruin the skyline and image of Los Angeles. They are garish and out of character for our neighborhoods.

Clear Channel (who by the way has a very specific political agenda) can advertise in the conventional and successful methods proven by television and print. We don't need or want this mode of advertising in our face 24/7.

Please vote AGAINST this proposal for these awful billboards.

The City Planning Commission unanimously voted AGAINST allowing the billboards. Not following their educated decision would be comparable to going to war with Iraq after finding no WMD's, and trying to make connections with Bin Laden and Al Qadea. We are smarter than that. Please don't be fooled by whatever pressure Clear Channel is imposing.

Janet