

Council File 08-2020 Citywide Sign Ordinance

1 message

Evelyn Stern <stern123@earthlink.net> Tue, Aug 16, 2011 at 2:22 PM

Reply-To: stern123@earthlink.net

To: michael.espinosa@lacity.org

Kindly distribute to committee members. Thank you.

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Committee Members:

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and liveable place by reducing visual blight and the other negative affects of outdoor advertising.

-Grandfathering sign district applications that have never even reached a planning commission hearing. This means those sign districts could put up hundreds of new billboards and supergraphic and electronic signs without having to comply with tougher regulations, including a mandatory takedown of existing billboards in the surrounding community.

-Allowing comprehensive sign programs to be established for private and public property, where commercial advertising would be allowed on signs that aren't visible from the public-right-of-way. This could result in extensive advertising in large parks like Griffith Park and others, and open the door for advertising on other city properties.

-Allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

Evelyn Stern, 12367 Deebrook Lane, L.A. 90049  
stern123@earthlink.net

comprehensive sign programs

1 message

linda <mail@lindameltzer.com>

Sun, Aug 14, 2011 at 3:20 PM

To: michael.espinosa@lacity.org

To:

council member Espinosa

I am writing you to of my protest of the proposed comprehensive sign programs. I know the budget is beyond tight for parks right now, but I think that anything allowing commercial signage in a public parks is 100% unacceptable. We have so little green space in this city compared to others and I think we should keep our parks free of commercial signage. Once it happens, there will be no going back.

thank you

Linda Meltzer