



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

## FW: Council File #11-1705 Revisions to the Citywide Sign Ordinance

1 message

Judy Branfman <branfman@ucla.edu>  
To: Etta.Armstrong@lacity.org

Mon. Jun 29. 2015 at 2:24 PM

ATTN: for PLUM Committee members

Los Angeles City Council  
Planning and Land Use Management Committee  
Councilman Jose Huizar, Chair  
Councilman Gilbert Cedillo  
Councilman Mitchell Englander  
Re: Council File #11-1705 Revisions to the Citywide Sign Ordinance

Dear PLUM Committee Members,

I am writing to strongly urge you to vote NO on the proposed billboard amnesty and the proposed conditional use permit process for new digital billboards.

### **1) Billboards without permits or in violation of their permits should be examined on a one-by-one basis and enforcement action should be taken immediately where violations exists (which is in many places).**

- a) The billboard industry should not be exempted from complying with city codes when other businesses and individuals are cited and prosecuted for violating city laws.
- a) The City Attorney has sent a letter to city officials saying that the code is enforceable against many billboards lacking permits and in violation of their permits. He has also offered his office's resources to aid this enforcement effort
- c) If you approve this amnesty billboard companies would be allowed to count unpermitted and violating billboards against any future takedown requirements – why would you let this happen?

### **2) New digital billboards should be allowed ONLY in sign districts in high-intensity commercial districts, as allowed in the pending citywide sign ordinance passed by the City Planning Commission.**

- a) Allowing new digital billboards outside sign districts puts the city's 2002 off-site sign ban at risk and could lead to companies putting up new commercial advertising signs of all types anywhere in the city. A CUP process would be a magnet for additional sign litigation, because each denied CUP would provide the basis for a new lawsuit.
- b) The CUP process would allow Clear Channel and other billboard companies to put up new digital billboards on any commercial street in the city, as well as turn on the existing digital billboards turned off by court order two years ago.
- c) Most commercial streets in the city are closely bordered by residential areas of homes and apartments. It is virtually impossible to protect these residences from the negative effect of the intensely bright, constantly changing light of the billboards. It makes it difficult to sleep when you have one of these blinking in your

window all night.

d) These bright, constantly changing ads for corporate products like fast food, alcohol, cars, and electronics do nothing to help local businesses, and degrade the character of local neighborhoods.

e) Digital billboards are designed to attract the attention of motorists, and adding them as another distraction in our already congested streets is irresponsible.

These issues have come up over and over and I don't at all understand why you are letting illegal bulletin boards stay in place year after year, particularly when they create such visual blight in LA – and no one but the billboard companies want them up.

Sincerely,

Judy Branfman

Venice CA



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**FW: NO to Billboard Amnesty and Digital Billboards**

1 message

**edward hunt** <edvhunt@earthlink.net>

Mon. Jun 29. 2015 at 12:51 PM

To: Etta.Armstrong@lacity.org

Cc: Dennis Hathaway &lt;dennis@banbillboardblight.org&gt;

Etta, Please ensure your PLUM Committee members get copies of my letter.

Edward

**From:** edward hunt [mailto:edvhunt@earthlink.net]**Sent:** Monday, June 29, 2015 12:28 PM**To:** sharon.gin@lacity.org; councilmember.huizar@lacity.org; councilmember.cedillo@lacity.org; councilmember.englander@lacity.org**Cc:** Councilmember.ofarrell@lacity.org; Gary Benjamin (gary.benjamin@lacity.org); 'Aram Taslagyan'; daniel halden (daniel.halden@lacity.org); Aaron Downes (downesaaron84@gmail.com); Don Durkee (don.durkee@me.com); Dennis Hathaway (dennis@banbillboardblight.org); Cetrone, Carol (perpetua99@gmail.com); David.zahniser@latimes.com; La Brea <labreacoalition@gmail.com> (labreacoalition@gmail.com); Karen Gilman (gilperson2@gmail.com); Jack Humphreville (JackH@TargetMediaPartners.com)**Subject:** NO to Billboard Amnesty and Digital Billboards

Dear Sharon.

Please forward my letter to the members of the LA PLUM Committee. Thank you.

Los Angeles City Council

Planning and Land Use Management Committee

Councilman Jose Huizar. Chair

Councilman Gilbert Cedillo

Councilman Mitchell Englander

Re: Council File #11-1705 Revisions to the Citywide Sign Ordinance

Dear Committee Members.

We understand a few LA Council Members have sold out to the billboard industry Lobbyists and are trying to legalize all billboards lacking permits or in violation of their permits and allow billboard companies to apply for conditional use permits to put up new digital billboards on any commercial street in the city. as well as turn back on the 99 digital billboards that were ordered shut down by the

courts two years ago.

I am writing to urge a NO vote on the proposed billboard amnesty and the proposed conditional use permit process for new digital billboards.

**1) Billboards without permits or in violation of their permits should be examined on a one-by-one basis and enforcement action taken where evidence of violations exists.**

- a) The billboard industry should not be exempted from complying with city codes when other businesses and individuals are cited and prosecuted for violating city laws.
- a) The City Attorney has sent a letter to city officials saying that the code is enforceable against many billboards lacking permits and in violation of their permits. He has also offered his office's resources to aid this enforcement effort
- c) If amnesty is approved billboard companies would be allowed to count unpermitted and violating billboards against any future takedown requirements.

**2) New digital billboards should be allowed ONLY in sign districts in high-intensity commercial districts, as set forth in the pending citywide sign ordinance passed by the City Planning Commission.**

- a) Allowing new digital billboards outside sign districts puts the city's 2002 off-site sign ban at risk and could lead to companies putting up new commercial advertising signs of all types anywhere in the city. A CUP process would be a magnet for additional sign litigation, because each denied CUP would provide the basis for a new lawsuit.
- b) The CUP process would allow Clear Channel and other billboard companies to put up new digital billboards on any commercial street in the city, as well as turn on the existing digital billboards turned off by court order two years ago.
- c) Most commercial streets in the city are closely bordered by residential areas of homes and apartments. It is virtually impossible to protect these residences from the negative effect of the intensely bright, constantly changing light of the billboards.
- d) These bright, constantly changing ads for corporate products like fast food, alcohol, cars, and electronics do nothing to help local businesses, and degrade the character of local neighborhoods.
- e) Digital billboards are designed to attract the attention of motorists, and adding them as another distraction in our already congested streets is irresponsible.

We will be very interested on how each of you vote on this.

Sincerely,

Edward Villareal Hunt, AIA, ASLA, Chair, Melrose Hill Neighborhood Association Planning Committee,  
4928 West Melrose Hill, LA, CA, 90029



Etta Armstrong <etta.armstrong@lacity.org>

## Please Distribute to the PLUM Committee Members

1 message

David Garden <davidgarden@earthlink.net>

Mon. Jun 29. 2015 at 12:34 PM

To: Etta.Armstrong@lacity.org

Dear Committee Members.

I am writing to urge a NO vote on the proposed billboard amnesty and the proposed conditional use permit process for new digital billboards.

1) Billboards without permits or in violation of their permits should be examined on a one-by-one basis and enforcement action taken where evidence of violations exists.

- a) The billboard industry should not be exempted from complying with city codes when other businesses and individuals are cited and prosecuted for violating city laws.
- b) The City Attorney has sent a letter to city officials saying that the code is enforceable against many billboards lacking permits and in violation of their permits. He has also offered his office's resources to aid this enforcement effort
- c) If amnesty is approved billboard companies would be allowed to count unpermitted and violating billboards against any future takedown requirements.

2) New digital billboards should be allowed ONLY in sign districts in high-intensity commercial districts. as set forth in the pending citywide sign ordinance passed by the City Planning Commission.

- a) Allowing new digital billboards outside sign districts puts the city's 2002 off-site sign ban at risk and could lead to companies putting up new commercial advertising signs of all types anywhere in the city. A CUP process would be a magnet for additional sign litigation. because each denied CUP would provide the basis for a new lawsuit.
- b) The CUP process would allow Clear Channel and other billboard companies to put up new digital billboards on any commercial street in the city. as well as turn on the existing digital billboards turned off by court order two years ago.
- c) Most commercial streets in the city are closely bordered by residential areas of homes and apartments. It is virtually impossible to protect these residences from the negative effect of the intensely bright. constantly changing light of the billboards.
- d) These bright. constantly changing ads for corporate products like fast food. alcohol. cars. and electronics do nothing to help local businesses. and degrade the character of local neighborhoods.
- e) Digital billboards are designed to attract the attention of motorists. and adding them as another distraction in our already congested streets is irresponsible.

Most respectfully.

David Garden  
2328 6th Street #4  
Santa Monica. CA 90405

June 29, 2015

James O'Sullivan  
907 Masselin Avenue, LA CA 90036

Sharon Gin  
[Sharon.gin@lacity.org](mailto:Sharon.gin@lacity.org)

Re: Council File #11-1705 Revisions to the Citywide Sign Ordinance

Dear Ms. Gin

Please distribute this correspondence to the PLUM committee members Huizar, Cedillo and Englander.

**Re: Council File #11-1705 Revisions to the Citywide Sign Ordinance**

Dear Committee Members,

The executive Committee of the Miracle Mile Residential Association urges you to vote NO on the proposed billboard amnesty and the proposed conditional use permit process for new digital billboards. We believe:

- 1) Billboards without permits or in violation of their permits should be examined on a one-by-one basis and enforcement action taken where evidence of violations exists.
  - a) The billboard industry should not be exempted from complying with city codes when other businesses and individuals are cited and prosecuted for violating city laws.
  - b) The City Attorney has sent a letter to city officials saying that the code is enforceable against many billboards lacking permits and in violation of their permits. He has also offered his office's resources to aid this enforcement effort
  - c) If amnesty is approved billboard companies would be allowed to count unpermitted and violating billboards against any future takedown requirements.
- 2) New digital billboards should be allowed ONLY in sign districts in high-intensity commercial districts, as set forth in the pending citywide sign ordinance passed by the City Planning Commission.
  - a) Allowing new digital billboards outside sign districts puts the city's 2002 off-site sign ban at risk and could lead to companies putting up new commercial advertising signs of all types anywhere in the city. A CUP process would be a magnet for additional sign litigation, because each denied CUP would provide the basis for a new lawsuit.

b) The CUP process would allow Clear Channel and other billboard companies to put up new digital billboards on any commercial street in the city, as well as turn on the existing digital billboards turned off by court order two years ago.

c) Most commercial streets in the city are closely bordered by residential areas of homes and apartments. It is virtually impossible to protect these residences from the negative effect of the intensely bright, constantly changing light of the billboards.

d) These bright, constantly changing ads for corporate products like fast food, alcohol, cars, and electronics do nothing to help local businesses, and degrade the character of local neighborhoods.

e) Digital billboards are designed to attract the attention of motorists, and adding them as another distraction in our already congested streets is irresponsible.

Our full board will take up this ordinance at our July 9<sup>th</sup> meeting and will forward the results of this vote to our new Councilmember David Ryu.

Thank You

James O'Sullivan

President, Miracle Mile Residential Association.



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

## Fwd: No exemptions for digital billboards

1 message

**Matt W** <mjwright2001@gmail.com>

Mon. Jun 29. 2015 at 11:05 AM

To: Etta.Armstrong@lacity.org

——— Forwarded message ———

From: Matt W <mjwright2001@gmail.com>

Date: Mon. 29 Jun 2015 11:03:52 -0700

Subject: No exemptions for digital billboards

To: "councilmember.wesson" <councilmember.wesson@lacity.org>. Sylvia

lacy <Sylvia.lacy@lacity.org>. "billie.j.green"

<billie.j.green@lacity.org>. Dean <greendean15@gmail.com>.

trudie.abraham@lacity.org

Hello.

Please let Councilmember Wesson know that the community is very against Digital Billboards and that he should let the PLUM committee know how bad it would be for our city. Please pass along the message below to members of the PLUM committee on my behalf as our representative on the council.

Matt

Los Angeles City Council  
 Planning and Land Use Management Committee  
 Councilman Jose Huizar. Chair  
 Councilman Gilbert Cedillo  
 Councilman Mitchell Englander  
 Re: Council File #11-1705 Revisions to the Citywide Sign Ordinance

Dear Committee Members.

I am writing to urge a NO vote on the proposed billboard amnesty and the proposed conditional use permit process for new digital billboards.

1) Billboards without permits or in violation of their permits should be examined on a one-by-one basis and enforcement action taken where evidence of violations exists.

a) The billboard industry should not be exempted from complying with city codes when other businesses and individuals are cited and prosecuted for violating city laws.

a) The City Attorney has sent a letter to city officials saying that the code is enforceable against many billboards lacking permits and in violation of their permits. He has also offered his office's resources to aid this enforcement effort

c) If amnesty is approved billboard companies would be allowed to count unpermitted and violating billboards against any future takedown requirements.

2) New digital billboards should be allowed ONLY in sign districts in high-intensity commercial districts. as set forth in the pending citywide sign ordinance passed by the City Planning Commission.

a) Allowing new digital billboards outside sign districts puts the city's 2002 off-site sign ban at risk and could lead to companies putting up new commercial advertising signs of all types anywhere in the city. A CUP process would be a magnet for additional sign litigation. because each denied CUP would provide the basis for a new lawsuit.

b) The CUP process would allow Clear Channel and other billboard companies to put up new digital billboards on any commercial street in the city. as well as turn on the existing digital billboards turned off by court order two years ago.

c) Most commercial streets in the city are closely bordered by residential areas of homes and apartments. It is virtually impossible to protect these residences from the negative effect of the intensely bright. constantly changing light of the billboards.

d) These bright. constantly changing ads for corporate products like fast food. alcohol. cars. and electronics do nothing to help local businesses. and degrade the character of local neighborhoods.

e) Digital billboards are designed to attract the attention of motorists. and adding them as another distraction in our already congested streets is irresponsible.

—  
Matthew Wright

[www.hegetsense.com](http://www.hegetsense.com)

[mjwright2001@gmail.com](mailto:mjwright2001@gmail.com)

323 767-6351

—  
Matthew Wright

[www.hegetsense.com](http://www.hegetsense.com)

[mjwright2001@gmail.com](mailto:mjwright2001@gmail.com)

323 767-6351



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**Council File #11-1705 Revisions to the Citywide Sign Ordinance (June 30, 2015)**

1 message

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**Dan Silver** <dsilveria@me.com>  
To: Etta.Armstrong@lacity.org

Mon. Jun 29. 2015 at 10:33 AM

***FOR DISTRIBUTION TO ALL COUNCIL OFFICES IN ADVANCE OF PLUM HEARING***

June 29. 2015

Los Angeles City Council  
Planning and Land Use Management Committee  
Councilman Jose Huizar. Chair  
Councilman Gilbert Cedillo  
Councilman Mitchell Englander

**Re: Council File #11-1705 Revisions to the Citywide Sign Ordinance**

Dear Committee Members.

I am writing to urge a NO vote on the proposed billboard amnesty and the proposed conditional use permit process for new digital billboards.

**1) Billboards without permits or in violation of their permits should be examined on a one-by-one basis and enforcement action taken where evidence of violations exists.**

- a) The billboard industry should not be exempted from complying with city codes when other businesses and individuals are cited and prosecuted for violating city laws.
- a) The City Attorney has sent a letter to city officials saying that the code is enforceable against many billboards lacking permits and in violation of their permits. He has also offered his office's resources to aid this enforcement effort
- c) If amnesty is approved billboard companies would be allowed to count unpermitted and violating billboards against any future takedown requirements.

**2) New digital billboards should be allowed ONLY in sign districts in high-intensity commercial districts, as set forth in the pending citywide sign ordinance passed by the City Planning Commission. *The proposed CUP is a disaster that plays into the hands of the sign companies.***

- a) Allowing new digital billboards outside sign districts puts the city's 2002 off-site sign ban at risk and

could lead to companies putting up new commercial advertising signs of all types anywhere in the city. A CUP process would be a magnet for additional sign litigation. because each denied CUP would provide the basis for a new lawsuit.

b) The CUP process would allow Clear Channel and other billboard companies to put up new digital billboards on any commercial street in the city. as well as turn on the existing digital billboards turned off by court order two years ago.

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d) These bright. constantly changing ads for corporate products like fast food. alcohol. cars. and electronics do nothing to help local businesses. and degrade the character of local neighborhoods.

e) Digital billboards are designed to attract the attention of motorists. and adding them as another distraction in our already congested streets is irresponsible

Sincerely,

Dan Silver. MD  
222 S Figueroa St #1611  
Los Angeles CA 90012



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

## Fw: City Sign Ordinance Variance Proposal

1 message

johnlorick@att.net <johnlorick@att.net>  
 Reply-To: johnlorick@att.net  
 To: "Etta.Armstrong@lacity.org" <Etta.Armstrong@lacity.org>

Mon. Jun 29. 2015 at 1:08 PM

----- Forwarded Message -----

**From:** "johnlorick@att.net" <johnlorick@att.net>  
**To:** "Sharon.gin@lacity.org" <Sharon.gin@lacity.org>  
**Cc:** Ban Billboard Blight <info@banbillboardblight.org>; "shawn.bayliss@lacity.org" <shawn.bayliss@lacity.org>; "joan.pelico@lacity.org" <joan.pelico@lacity.org>; "MCWCC@EmpowerLA.org" <MCWCC@EmpowerLA.org>  
**Sent:** Monday, June 29, 2015 1:05 PM  
**Subject:** City Sign Ordinance Variance Proposal

Dear Ms. Gin:

Please distribute my email to the Planning and Land Use committee members for tomorrow's PLUM meeting.

Los Angeles City Council  
 Planning and Land Use Management Committee  
 City Hall, Room 340  
 Council Chambers

Tuesday, June 30, 2015  
 2:30 p.m.

Re: Council File #11-1705 Revisions to the Citywide Sign Ordinance

Dear Committee Members:

I am an 18 year resident of the Beverly Grove neighborhood and I am begging you to please vote no on the proposed conditional use permit process that would grant amnesty to existing illegal billboards and permit new digital signs in area not zoned for them.

My neighborhood has been transformed from a pleasant residential neighborhood into a much busier, noisier, more congested and less livable place because of a steady stream of zoning variances and conditional use variances. These variances are like a parasitic disease that has slowly but completely eroded the quality of life: McMansions because of zoning variance approvals; Gridlock traffic congestion

because of zoning variance approvals; Noise because of zoning variances; No parking because of zoning variances; **and a proliferation of lighted billboards because of zoning variance approvals (and lack of enforcement).**

The illegal (and legal) billboards that were put in place on 3rd street turned night into day in my neighborhood. The subsequent conversion of these and other signs into unbelievably bright and flashing digital signs bombarded my home with a kaleidoscope of flashing colors late into the night. The digital signs shine through closed drapes and are unbelievably distracting.

Please consider what your own neighborhoods and homes would be like if you were subjected to effects of the same zoning variances that have been approved and are being proposed for my neighborhood. Please vote no and take a stand to preserve the quality of life in the city. The citizens do not need or want additional visual assault. If advertisers need to present digital images they can buy a TV ad or send their target audience an Iphone message. Please don't make our streets and neighborhoods uglier by adding more signage. Vote NO.

Respectfully.

John Lorick  
124 South Harper Avenue  
Los Angeles. CA 90048



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**Re: Council File #11-1705 Revisions to the Citywide Sign Ordinance**

1 message

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**Etta Armstrong** <etta.armstrong@lacity.org>  
To: Joel Carnes <joelcarnes@gmail.com>

Mon. Jun 29. 2015 at 2:06 PM

I will upload it to the council file.

**Etta Armstrong**  
**Senior Clerk Typist**  
**PLANNING AND LAND USE MANAGEMENT COMMITTEE**  
**Office of the City Clerk, 3rd Floor, Room 395**  
*Etta.Armstrong@lacity.org*

On Mon. Jun 29. 2015 at 1:07 PM. Joel Carnes <joelcarnes@gmail.com> wrote:

Hi Etta.

Are you able to distribute this message to the PLUM Committee Members?

Thanks.  
~Joel

----- Forwarded message -----

From: Joel Carnes <joelcarnes@gmail.com>  
Date: Mon. Jun 29. 2015 at 1:05 PM  
Subject: Re: Council File #11-1705 Revisions to the Citywide Sign Ordinance  
To: <sharon.gin@lacity.org>. <councilmember.parks@lacity.org>

Hello Sharon.

Please distribute this message to the PLUM Committee Members.

Thank you!

~Joel

Joel Carnes

1760 W. 25th Street  
Los Angeles. CA 90018

Los Angeles City Council  
Planning and Land Use Management Committee  
Councilman Jose Huizar. Chair  
Councilman Gilbert Cedillo  
Councilman Mitchell Englander

Re: Council File #11-1705 Revisions to the Citywide Sign Ordinance

Dear Committee Members.

I am writing to urge a NO vote on the proposed billboard amnesty and the proposed conditional use permit process for new digital billboards.

I am just an ordinary citizen. I don't spend my days writing letters to City Hall. However, this is one issue that I feel where my voice might just help you, our PLUM Committee Members, find the strength to resist the corporate powers that seek to subvert the livability of our beautiful city for their own outside interests.

1) Rather than a blanket amnesty for illegally placed billboards, I urge you to require the billboard industry to actually comply with city codes just like everyone else in Los Angeles. Where they do not, they should face fines and other judgements. Just because it is costly for us to enforce the law does not mean that we should ignore it. Please, uphold our regulations here!

2) New digital billboards should only be allowed in sign districts in high-intensity commercial districts. Period. Why are we even discussing this? The city was truly degrading as a place to live as digital billboards sprung up nearly everywhere. They do NOTHING to help our fair city, and plenty to make it a worse place to live - light pollution, distraction to drivers, degrading the character of neighborhoods, etc.

I am begging you - please protect our visual environment and the fundamental livability of Los Angeles.

Yours Truly,

~Joel

Joel Carnes  
1760 W. 25th Street  
Los Angeles. CA 90018