



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File #11-1705 Citywide Sign Ordinance Revisions

Jean <jeanbush@aol.com>

Tue, Nov 1, 2016 at 8:44 AM

To: sharon.dickinson@lacity.org

Cc: Hathaway Dennis <dennis@banbillboardblight.org>

To: Honorable Members, Planning and Land Use Management Committee

Dear Chairman Huizar and committee members:

I live near a recently blacked out digital billboard that has been returned to a static board. It is a relief to have the unsightly and noisy (yes, very, due to the constant fan noise) billboard turned off. I support the Coalition to Ban Billboard Blight and it's head, Dennis Hathaway. I concur with his message below.

Billboard companies and their executives have donated more than \$96,000 to the most recent election campaigns of four sitting members of the City Council's Planning and Land Use Management Committee. The bulk of that money, in direct cash contributions as well as free billboard ads for their campaigns, has gone to Chairman Jose Huizar and members Mitchell Englander and Gilbert Cedillo.

The committee is currently considering far-reaching changes to the city's billboard and sign regulations, including plans that could allow hundreds of new digital billboards on commercial streets, and these contributions raise the question of whether the committee members can be totally objective in weighing these matters that will have a profound effect on communities throughout the city.

In addition, Councilman Englander has used a public meeting of the committee to impugn the honesty and integrity of the head of the Coalition to Ban Billboard Blight, the non-profit organization that has been at the forefront in advocating for regulations that protect communities and neighborhoods from adverse effects of billboards and other forms of outdoor advertising. To date, the councilman has offered nothing publicly to support his accusations.

In light of these facts, I call upon those three members of committee to recuse themselves from further discussion and action on the currently pending sign ordinance and related sign regulations. The public deserves to know that whatever is ultimately approved by the City Council has been the product of objective deliberations and free of the influence of money from companies and others with a major financial stake in the outcome.

Sincerely,

Jean Bushnell
10348 Eastborne Ave
Los Angeles, CA. 90024

Marian Dodge
2648 N. Commonwealth Avenue
Los Angeles, CA 90027

PLUM Committee
City Hall
200 N. Spring Street
Los Angeles, CA 90012

November 1, 2016

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

Honorable Members, Planning and Land Use Management Committee:

Thanks to the Los Angeles Times article on campaign contributions made by the sign industry to City Councilmembers, the citizens of Los Angeles now understand why PLUM has responded so kindly to suggestions made to revisions to the Sign Ordinance. I am appalled by their behavior. Los Angeles deserves better.

Those Councilmembers should recuse themselves from any vote related to the Sign Ordinance.

To show that PLUM has not been unduly influenced by the sign industry, PLUM should immediately adopt the version of the Sign Ordinance approved by the City Planning Commission on October 22, 2015.

Sincerely,

Marian Dodge

Marian Dodge
Los Feliz

cc: City Council
Mayor
Dennis Hathaway



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File #11-1705 Citywide Sign Ordinance Revisions

1 message

murez@venice.net <murez@venice.net>

Tue, Nov 1, 2016 at 10:26 AM

To: sharon.dickinson@lacity.org

Cc: board@venicenc.org, Mike Bonin <mike.bonin@lacity.org>

To: Honorable Members, Planning and Land Use Management Committee
Subject: Council File #11-1705 Citywide Sign Ordinance Revisions

Dear Chairman Huizar and committee members:

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Sincerely,
James Murez
Property Owner / Resident / Community Activist



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File 11-1705 City Wide Sign Ordinance

1 message

Dan Silver <dsilverla@me.com>
To: sharon.dickinson@lacity.org

Tue, Nov 1, 2016 at 1:36 PM

Please place in file and distribute

To: Honorable Members, Planning and Land Use Management Committee
Subject: Council File #11-1705 Citywide Sign Ordinance Revisions

Dear Chairman Huizar and committee members:

I am deeply concerned over the appearance of bias due to campaign contributions and appearance if not technical conflict of interest. Our public spaces, which billboards desecrate, deserve far better. The safety of highways from distracted drivers deserves objective evaluation, not a blind eye.

Billboard companies and their executives have donated more than \$96,000 to the most recent election campaigns of four sitting members of the City Council's Planning and Land Use Management Committee. The bulk of that money, in direct cash contributions as well as free billboard ads for their campaigns, has gone to Chairman Jose Huizar and members Mitchell Englander and Gilbert Cedillo.

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Sincerely,

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

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

November 1, 2016

LA City Council Planning and Land Use Management Committee
Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes
VIA EMAIL: Sharon.dickinson@lacity.org

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

Dear Chairman Huizar and Committee Members:

The current Council File for the Sign Ordinance community impact statements that should not be construed to be in support of the changes to the Sign Ordinance recently being considered by the PLUM Committee.

Most neighborhood councils are completely unaware of the changes being considered by PLUM and the direction which this ordinance has taken under the PLUM Committee.

Given the fact that citizens from around the city have dedicated YEARS of participation to this measure and have believed for months (and years) that the compromise forged by the City was to permit new billboards ONLY WITHIN designated sign districts (that had considerable geographic limits), it is imperative that the PLUM Committee and Council do due diligence to share these latest recommendations with the community BEFORE moving forward with any votes to consider the revenue sharing proposals and mechanisms to permit signage outside of sign districts.

We are well aware of the ongoing lobbying by outdoor advertising interests seeking their ability to locate digital signage across Los Angeles. The proposed revenue sharing models do not protect communities and open the door to continuing blight and danger to our motorists, pedestrians and bicyclists. It does not address issues of concentrations of signs; it does not follow the Chicago model (often cited in Council chambers) which severely limits the number of digital billboards permitted citywide to a total of 34 digital billboard with JC DeCaux. From the City's website:

"The Chicago Digital Network, which represents 34 sites along the City's expressways, will bring in a guaranteed \$15 million in 2013 and more than \$155 million over the life of the 20-year contract. The digital signs will be built through a

new joint venture between Interstate Media and JCDecaux, known as Interstate JCDecaux, LLC.”

It is, no doubt, the limited numbers of digital signs that allows for the City to raise a significant sum of money over numbers of years – not in a one-time payment that fails to address the on-going impacts of the signage. Sadly, one would not expect the City of Los Angeles to craft a measure to benefit the City more than it benefits the outdoor advertisers since we have repeatedly seen measures presented to Council drafted not by the City, but instead by representatives of the billboard industry. (How else would the secret billboard settlements have banned the City’s own Department of Building and Safety from issuing building or demolition permits for any purpose if it had not first given priority to the 10 requested digital sign permits for Clear Channel and (then) CBS Outdoor (now Outfront Media?)

The proposed Sign Ordinance as adopted by the City Planning Commission on October 22nd of last year represents a balanced regulatory scheme that provides significant opportunities to outdoor advertisers by allowing for the placement of new billboard installations in clearly defined areas that qualify to be established as Sign Districts. This legislation represents a huge compromise beyond what was envisioned in 2002 when the billboard ban was enacted.

It dismays our Westwood South of Santa Monica Blvd. (WSSM) community and many around the City to know that efforts persist to weaken and undermine a balanced compromise. The PLUM Committee’s most recent changes were not reflective of the spirit of compromise forged over the many years of hearings; it was a capitulation to the wishes of the outdoor advertising industry and their lobbyists. The City Planning Commission’s review of those changes brought forth renewed efforts for a balanced ordinance – one that allows new billboard placements—including digital billboards--- and yet works to remove the blight of signage across the City.

We urge you to approve Version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. We support version B+ and hope that you, too, will endorse its provisions which include:

- Restricting of all new off-site signs, including digital billboards, to sign districts in a limited number of already defined high-intensity commercial areas.
- Requirements of mandatory takedowns of existing billboards in exchange for new off-site signs in sign districts at a ratio that can significantly reduce the number of billboards on the city's streets – 10 square feet of traditional billboards removed for each 1 square foot of new digital signage, and 4 square feet of traditional billboards removed for each 1 square foot of new traditional billboard placement.
- Adoption of the recommended schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations. These penalties are well researched and based upon New York City penalties that have been successfully implemented. Existing penalties such as those in Los Angeles are merely looked upon as part of the cost of doing business in LA and are not a deterrent that encourages compliance with the law.
- Denial of amnesty to billboards without permits or out of compliance with their permits. These signs should all be referred to the City Attorney’s office for review to identify which signs are subject to enforcement action(s).

- Prohibition of billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

We cannot strongly enough urge action on and approval of Version B+ of the ordinance. Delays only communicate to us the message that behind-the-scenes dealings with industry continue in earnest to further weaken the ordinance.

We ask that you take action that protects drivers, pedestrians and cyclists in our City, that works to protect our City's visual landscape, and which seeks to promote healthy communities by ridding the streetscapes of billboards (often used to promote unhealthy products). The courts have given the City an open path to enact clear and defensible legislation. Please approve version B+ of this ordinance without further delays, compromises, or loopholes!

Sincerely,

Sincerely,



Barbara Broide
President

Cc: Mayor Garcetti
Councilmember Paul Koretz, Faisal Alserri – CD 5
LA City Council c/o alan.aliotti@lacity.org



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File #11-1705 Citywide Sign Ordinance Revisions

1 message

homeowners-encino@sbcglobal.net <homeowners-encino@sbcglobal.net> Tue, Nov 1, 2016 at 3:41 PM
 To: Jose Huizar <councilmember.huizar@lacity.org>, Mitchell Englander <Councilmember.Englander@lacity.org>, Marqueece Harris-Dawson <solomon.rivera@lacity.org>, Curren Price <councilmember.price@lacity.org>
 Cc: City Clerk Wolcott <clerk.webfeedback@lacity.org>, Sharon.Dickinson@lacity.org



HOMEOWNERS OF ENCINO
 "Serving the Homeowners of Encino since 1983"
<https://www.facebook.com/homeownersofencino?fref=ts>
<https://homeownersofencino.wordpress.com/>

GERALD A. SILVER, President
 PO Box 260064, Encino 91426
 Phone 818-990-2757

November 1, 2016

Planning and Land Use Management Committee
 Los Angeles City Council
 200 N. Spring St., Room 340
 Los Angeles, CA 90012

Chairman Jose Huizar
 Councilmember Marqueece Harris-Dawson
 Councilmember Mitchell Englander
 Councilmember Curren D. Price, Jr.
 Sharon Dickinson - Sharon.Dickinson@lacity.org

Subject: Council File #11-1705 Citywide Sign Ordinance Revisions

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In light of these facts, Homeowners of Encino calls upon those three members of committee to recuse themselves from further discussion and action on the currently pending sign ordinance and related sign regulations. The public deserves to know that whatever is ultimately approved by the City Council has been the product of objective deliberations and free of the influence of money from companies and others with a major financial stake in the outcome.

Cordially yours,



Gerald A. Silver,
President, Homeowners of Encino

Cc: Coalition to Ban Billboard Blight, City Clerk



This email has been checked for viruses by Avast antivirus software.
www.avast.com



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File: #11-1705 Citywide Sign Ordinance Revisions

1 message

Mindy Taylor-Ross <mindytr101@gmail.com>

Tue, Nov 1, 2016 at 6:17 PM

To: Sharon.Dickinson@lacity.org

To: Honorable Members, Planning and Land Use Management Committee

Subject: Council File #11-1705 Citywide Sign Ordinance Revisions

Dear Chairman Huizar and committee members:

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Sincerely,

Mindy Taylor Ross

Venice

Mindy Taylor-Ross