



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Sign Ordinance – CF 11-1705 in PLUM

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Jay Ross <ross\_jay@hotmail.com>

Tue, Aug 23, 2016 at 9:02 AM

To: "Sharon.Dickinson@lacity.org" <Sharon.Dickinson@lacity.org>

Cc: "Councilmember.huizar@lacity.org" <Councilmember.huizar@lacity.org>, "Councilmember.englander@lacity.org" <Councilmember.englander@lacity.org>, "Councilmember.harris-dawson@lacity.org" <Councilmember.harris-dawson@lacity.org>, "Councilmember.cedillo@lacity.org" <Councilmember.cedillo@lacity.org>, "Councilmember.fuentes@lacity.org" <Councilmember.fuentes@lacity.org>, "Mayor@lacity.org" <Mayor@lacity.org>, "councilmember.bonin@lacity.org" <councilmember.bonin@lacity.org>

Hi Sharon,

I concur with the below.

Please forward this to the PLUM members and tell them I oppose the industry's efforts to weaken the current proposed ordinance.

These are special interests causing blight in our neighborhoods to try to make more money at our expense.

There is no economic benefit to billboards. Advertisers can spend their money in magazines and on the internet and create just as many jobs.

Houston and Hawaii prohibit billboards, so can we. Commercial speak is NOT protected by the 1st Amendment.

Jay Ross

West LA 90064

310 979 9255

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**From:** Barbara Broide <bbroide@hotmail.com>

**Sent:** Tuesday, August 23, 2016 3:18 PM

**To:** Barbara Broide

**Subject:** ACTION ALERT-Sign Ordinance – CF 11-1705 in PLUM TODAY!

Sorry for the late notice. No surprise that the community has little advance notice on sign ordinance hearings beyond that which is legally required. However, the Clear Channel cheerleaders will likely be out in force at the hearing. So, if you can attend, please join us. If you are planning to attend this morning's Council meeting on the Secondary Dwelling Unit/Granny Unit issue, please consider sticking around for PLUM at 2:30 this afternoon--City Hall, 200 N. Spring Street, Roybal Public Works Hearing Room 350.

Whether or not you can attend, **please send off a quick email message to the PLUM Committee now**, copied to your councilmember (and full council) as well as to the mayor that tells them that you:

- 1) strongly support the City Planning Commission's 10/22/15 recommendations to strengthen the sign ordinance
- 2) strongly oppose efforts to allow digital billboards outside of sign districts.

While I do not want to dilute our goal to keep all new billboards in sign districts, the political reality is that this Council is inclined to bend to the strong lobbying of the billboard industry. (Are they afraid to vote against them for fear that the billboard companies might use their signs to oppose the Councilmembers in a future election or to support an opponent?) Therefore, I am going to write with the additional two recommendations:

3) suggest that **if** the Council is compelled to permit new digital signs outside of sign districts that they be placed in **very** limited numbers on PUBLIC land only as public land is the only place where content may be regulated. (They are considering allowing digital signs on public and/or private land.) (In limited numbers the signs will be worth much more in income generated/shared and violent images can be prohibited along with those that damage community health.)

4) insist that **if** the Council goes forth with permitting new digital signs outside of sign districts, that local neighborhood councils and council districts have the ability to **OPT OUT** of any such agreement thus retaining the ban on digital signs outside of sign districts. If the full Council lacks the courage to tell the billboard companies that they do not want their digital signs outside of sign districts, the local communities should have the ability to do so! There will be plenty of opportunities for new digital billboards **in** sign districts which was the compromise that communities made over the many years a sign ordinance has been under consideration.

Remember that the City currently has a 2002 ban on ALL new billboard signage. Having new billboards in sign districts is already a huge compromise. Allowing digital billboards outside of those sign districts is an outright GIFT to the billboard companies and one that may open the City's billboard regulations to new legal challenges.

Write to PLUM Committee: c/o Sharon.Dickinson@lacity.org

with copies to Councilmembers: huizar, Harris-Dawson, ENglander, Cedillo, Fuentes and your own Councilmember along with the Mayor.

**Refer to Council File: 11-1705**

The email addresses: Sharon.dickinson@lacity.org

Councilmember.huizar@lacity.org, Councilmember.englander@lacity.org,  
Councilmember.harris-dawson@lacity.org, Councilmember.cedillo@lacity.org,  
Councilmember.fuentes@lacity.org, Mayor@lacity.org

Despite overwhelming public support for a strong, enforceable sign ordinance, the PLUM Committee has failed to move such an ordinance out of committee to the full Council and continues in its efforts to give the billboard industry the ability to plaster our city with distracting digital displays wherever they want them.

PLUM AGENDA (Item #4):

[http://ens.lacity.org/clk/committeeagend/clkcommitteeagend26105583\\_08232016.html](http://ens.lacity.org/clk/committeeagend/clkcommitteeagend26105583_08232016.html)

The new staff report recently transmitted to PLUM 8/19 (with inadequate time for NC review) can be found at:

[http://clkrep.lacity.org/onlinedocs/2011/11-1705\\_rpt\\_PLAN\\_08-19-2016.pdf](http://clkrep.lacity.org/onlinedocs/2011/11-1705_rpt_PLAN_08-19-2016.pdf)

PLEASE NOTE: The agenda item today is listed and relates to the receipt of the new staff report. The staff report provides for ways for digital signs to be placed outside of sign districts. Neighborhood Councils support is listed "for" the item on today's agenda which is very misleading whereas the votes from the Councils were IN SUPPORT OF A STRONG SIGN ORDINANCE. Please clarify to the City what your Council supports so that your actions are not used to undermine a strong ordinance! (Look at the agenda to see how your support is listed.)

Dennis Hathaway has posted a new article on the staff report in advance of today's hearing on the Coalition to Ban Billboard Blight website. You can find it at:

<http://banbillboardblight.org/coming-attractions-new-digital-billboards-on-l-a-city-streets/>

PLEASE send your email now.

Share this with all concerned!



Virus-free. [www.avast.com](http://www.avast.com)



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Sign ordinance

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Dave Oliver <daveoliver1@gmail.com>

Tue, Aug 23, 2016 at 9:13 AM

To: Sharon.Dickinson@lacity.org

Cc: Councilmember.huizar@lacity.org, Councilmember.englander@lacity.org, Councilmember.harris-dawson@lacity.org, Councilmember.cedillo@lacity.org, Councilmember.fuentes@lacity.org, Mayor@lacity.org

As a resident, active voter and constituent I would like to let you know my position on the sign/billboard issues under consideration.

Along with our HOA (WSSM), I strongly support the City Planning Commission's 10/22/15 recommendations to strengthen the sign ordinance.

Further, I strongly oppose efforts to allow digital billboards outside of sign districts.

Please do what is right for the residents and the community, not for the special interests.

Thank you,

David Oliver

P.O. Box 27404  
Los Angeles, CA 90027  
[www.hillsidefederation.org](http://www.hillsidefederation.org)



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

Beachwood Canyon Neighborhood  
Bel-Air Association  
Bel Air Knolls Property Owners  
Bel Air Skycrest Property Owners  
Benedict Canyon Association  
Brentwood Hills Homeowners  
Brentwood Residents Coalition  
Cahuenga Pass Property Owners  
Canyon Back Alliance  
CASM-SFV  
Crests Neighborhood Assn.  
Franklin Ave./Hollywood Bl. West  
Franklin Hills Residents Assn.  
Highlands Owners Assn.  
Hollywood Dell Civic Assn.  
Hollywood Heights Assn.  
Hollywoodland Homeowners  
Holmby Hills Homeowners Assn.  
Kagel Canyon Civic Assn.  
Lake Hollywood HOA  
Laurel Canyon Assn.  
Lookout Mountain Alliance  
Los Feliz Improvement Assn.  
Mt. Olympus Property Owners  
Mt. Washington Homeowners All.  
Nichols Canyon Assn.  
N. Beverly Dr./Franklin Canyon  
Oak Forest Canyon Assn.  
Oaks Homeowners Assn.  
Outpost Estates Homeowners  
Rancho Verdugo Estates  
Residents of Beverly Glen  
Roscomare Valley Assn.  
Save Coldwater Canyon!  
Save Sunset Blvd.  
Shadow Hills Property Owners  
Sherman Oaks HO Assn.  
Silver Lake Heritage Trust  
Studio City Residents Assn.  
Sunset Hills Homeowners Assn.  
Tarzana Property Owners Assn.  
Torreyson Flynn Assn.  
Upper Mandeville Canyon  
Upper Nichols Canyon NA  
Whitley Heights Civic Assn.

August 23, 2016

Re: **Sign Ordinance**  
**CF #11-1705**

Honorable Chair Huizar and Councilmembers:

The Federation of Hillside and Canyon Associations, Inc, founded in 1952 and representing 45 resident and homeowner associations with 250,000 constituents spanning the Santa Monica Mountains, has supported meaningful regulation of signs for a decade.

The Federation strongly supports the adoption of the City Planning Commission's October 22, 2015 recommendations to strengthen the sign ordinance.

The Federation also strongly opposes any and all efforts to allow digital billboards outside of sign districts.

Thank you for your thoughtful consideration of our request.

Sincerely,

*Charley Mims*  
Charley Mims

cc: City Council

CHAIRS EMERITI  
Shirley Cohen  
Jerome C. Daniel  
Patricia Bell Hearst  
Alan Kishbaugh  
Gordon Murley  
Steve Twining  
CHAIRS IN MEMORIAM  
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