

## **Communication from Public**

**Name:** Friends of Griffith Park

**Date Submitted:** 01/28/2021 04:19 PM

**Council File No:** 11-1705

**Comments for Public Posting:** Please see our comment letter attached.



**Friends of Griffith Park**

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[friendsofgriffithpark.org](http://friendsofgriffithpark.org)

January 28, 2021

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

Via email to Andrew Pennington, City Planning

[andrew.pennington@lacity.org](mailto:andrew.pennington@lacity.org)

Dear Mr. Pennington:

Friends of Griffith Park, a non-profit charitable group which advocates for Griffith Park, enthusiastically supported Version B Plus of the Sign Ordinance that was approved by the City Planning Commission on October 22, 2015. A review of the changes proposed in the version that was released in December, 2020, shows that Version B Plus is still the superior version.

The City Planning Commission's 2015 version of the ordinance is thoughtful and balanced. It provides for Sign Districts while it prohibits off-site signage outside of Sign Districts. It provides for reasonable take-down requirements of 10:1 which will make the City a more attractive place. Reducing the number of digital signs will reduce the number of vehicular accidents and pedestrian deaths caused by distracted driving and help Mayor Garcetti reach his goal of reducing traffic deaths in Vision Zero.

However PLUM has continued to ask the Planning Department to make drastic changes to the Sign Ordinance. These changes, if adopted, would violate the purpose of the Sign Ordinance and permit digital signs throughout the City, including on city property. The new Tier 3 opens up C2, C4, C5, M zones for digital billboards. This means billboards would be permitted throughout the city and undermines the current ban on billboards outside of Sign Districts. PLUM's rationale is that the City can generate revenue from signs. The reality is the only ones who benefit financially from digital billboards are the sign companies.

Friends of Griffith Park reiterates its opposition to advertising in city parks and facilities. The public has made it very clear that they do not wish to have any advertising in city parks. A large part of the clientele of our parks is children who are vulnerable and should have a place to go and have fun without the onslaught of advertising. The city should reduce advertising that is aimed at children, not increase it. The Ordinance must make it very clear that advertising signs are not permitted in our parks.

Furthermore, Friends of Griffith Park continues to oppose establishing a Sign District in the Los Angeles Zoo. Sign Districts are, by definition, only allowed in Commercial and Industrial zoned areas. The Zoo is neither. The Zoo lies entirely within Griffith Park in an area zoned Open Space. The Zoo's primary clientele is small children who should be protected from commercial advertising. Parents are always seeking places where they can take their children to play without being attacked by advertising.

Friends of Griffith Park encourages the Planning Department to put forward Version B Plus of the Sign Ordinance as adopted by the City Planning Commission on October 22, 2015.

Sincerely,



Gerry Hans  
President



Marian Dodge  
Director

*Friends of Griffith Park promotes the enlightened stewardship of Griffith Park so it can survive and thrive well beyond the 21st century. Through advocacy, support, education and service, Friends of Griffith Park works to preserve Griffith Park as L.A.'s signature green and open space, place of free recreation, and linchpin in the survival of Southern California's native ecosystems.*