

**Sign Ordinance letter**

From: "David R Garfinkle" <drgarfinkle@sbcglobal.net>

To: sharon.gin@lacity.org

Bcc: info@banbillboardblight.org

Date:

12/5/11

Friday, December 2, 2011 2:28 PM

Submitted in:

PLUM Committee

Council File No:

08-2020, 11-1705

Item No.:

1

Deputy:

Comm from Public

Please distribute the following letter to PLUM Committee members before the Monday hearing and post it under "Communication from public" in the Council File Management System

Tarzana Property Owners Association

December 1, 2011

To: Planning and Land Use Management Committee

Ed Reyes, Chairman

Jose Huizar

Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

The spread of billboards, digital signs, and other forms of commercial advertising blights our communities. Please help us protect them for ourselves, our friends and neighbors, and our children by making sure the new sign ordinance does the following :

- Keeps commercial advertising out of parks and public facilities, without any loopholes or exceptions.
- Requires that any new advertising signs in sign district be offset with the takedown of billboards in surrounding communities, at a square footage ratio of at least one-to-one.
- Requires sign companies to bring all billboards that violate their permits into compliance, rather than allowing an "adjustment" for signs up to 20 per cent higher and larger than permitted.
- Requires all billboards that cannot provide evidence of a legal permit be dismantled
- Eliminates entirely the Comprehensive Sign program.
- Doesn't allow the "grandfathering" of 14 "applied-for" sign districts that would allow them to be established under the much more liberal provisions of the current citywide ordinance
- Retains the right of private action

- Rethink the Sign Unit Funding proposal so that the sign industry and their lobbyists are prohibited from providing funding. **How can anyone even contemplate allowing them the additional leverage gained by funding the organization that is supposed to regulate the industry.**
- Establish a moratorium on all off-site digital signs until a comprehensive protocol is established.

Sincerely,
David R. Garfinkle
President, Tarzana Property Owners Association
president@tarzanapropertyowners.org