



Etta Armstrong <etta.armstrong@lacity.org>

## Fwd: Council file #08-2020; Working group re digital signs outside of sign districts

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Mon, Mar 18, 2013 at 7:43 AM

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

From: **Edward Hunt** <edvhunt@earthlink.net>  
Date: Sat, Mar 16, 2013 at 8:57 PM  
Subject: Council file #08-2020; Working group re digital signs outside of sign districts  
To: Sharon.gin@lacity.org  
Cc: Barbara Broide <bbroide@hotmail.com>, Daisy Mo <daisy.mo@lacity.org>

Dear Chairperson Reyes and LA PLUM Committee Members c/o Sharon Gin:

First, Thank you for allowing me to attend your three working group meetings. My compliments to the KH Consulting Group for a good job with a difficult assignment and a short timeline. Here are my comments and suggestions regarding digital billboards outside of sign districts (Council File #08-2020):

- Start by removing all ILLEGAL billboards now including the digital billboards outside of sign districts that have been rejected by the courts.
- I believe residential neighborhoods should be sacred, quiet, green, shady, refuges from the hectic stress and strain of the commercial streets and work places. Residential Neighborhoods should be free of trash, graffiti, dumping, crime, gangs, scofflaws, speeding traffic, zoning violations, commercial encroachments and billboards of any kind. Residential neighborhoods should be the quiet, calm refuge to come home to after a hectic day and a good, safe place to raise a family. There should be no digital billboards in residential neighborhoods or that can be seen from residential neighborhoods.
- Similarly, there should be no digital billboards in parks or where they can be seen from parks.
- My community of Hollywood already has a large and generous Hollywood Sign District. Recent projects in the Hollywood core have included generous signs and billboards as part of the project approvals. Also, within our sign district our City leaders have approved up to 60 super graphic billboards on the buildings of virtually unlimited size. If we must have digital billboards, let's keep them within

properly created sign districts.

- If there is shared income to allow digital billboards, it should be spent LOCALLY.
- Digital billboard fees should fund effective enforcement.
- In my opinion, there should be no digital billboards along freeways because of the distraction hazard.
- Sign companies and billboard property owners need to cease grossly over pruning our City's street trees.

Again, thank you for letting me attend these three meetings. Again, please send me a copy of the working group participants and their associations if that is not classified.

Sincerely,

Edward Villareal Hunt, AIA, ASLA

President, Melrose Hill Neighborhood Association

March 17, 2013

Re: Sign Ordinance

CF #: Council File 08-2020/11-1705

Planning and Land Use Management Committee  
Councilmember Ed Reyes, Chair  
Councilmember Mitch Englander  
Councilmember Jose Huizar  
Via email: [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org); [daisy.mo@lacity.org](mailto:daisy.mo@lacity.org)

Honorable Members of the PLUM Committee:

In 2006, the City of Los Angeles entered into an illegal sweetheart agreement with Clear Channel Digital and CBS Outdoor, which allowed the companies to convert approximately 800 static billboards to digital billboards. This "agreement" was entered into without public hearing, public comment, or any input from neighborhood councils, community groups or resident organizations. The result was that these companies erected 103 illegal digital billboards that have been opposed by many communities groups from the beginning.

The agreements were challenged in court – Summit Media, LLC v. City of Los Angeles. Subsequently, Superior Court Judge Green ruled the agreements illegal, followed by the California Court of Appeal upholding Judge Green's ruling. The Court of Appeal further ruled that the permits for the digital signs issued under the settlement agreements are invalid and must be revoked. The California Supreme Court has declined to hear the case, allowing the decision of the Appeals Court to stand.

Therefore, I urge the City of Los Angeles to fully implement the appeals court ruling in the Summit Media LLC v. City of Los Angeles and to remove the 103 illegal digital billboards blanketing our city. Furthermore, I oppose any and all attempts to grandfather these illegal billboards, or any other action that would retroactively seek to legalize them. It is essential that the City avoid taking any actions that would compromise the integrity of the City's Sign Ordinance. I am particularly concerned about driver distraction caused by digital signs and the negative impacts they have on traffic/pedestrian safety and traffic delay and congestion.

It is imperative that the City determines the legal status of older, un-permitted static billboards as soon as possible, and to immediately proceed with the removal of all illegal billboards so that a baseline level of permitted signs can be established.

**Therefore, I strongly urge you to support the passage of the currently proposed Sign Ordinance that will limit the locations in which sign districts can be established while also allowing new digital signage only within those sign districts and subject to an open and transparent outreach and review process with community stakeholders and in accordance with local land use regulations. I further request that any so-called "grandfathered" sign districts be required to comply with all regulations established for sign districts under the new Sign Ordinance.**

Thank You for Your Consideration,  
Maria Fisk



March 17, 2013

PLUM Committee  
Councilmember Ed P. Reyes, Chair  
Councilmember Jose Huizar  
Councilmember Mitch Englander  
200 N. Spring Street  
L.A., CA 90012  
*attn: sharon.gin@lacity.org*

**Re: Down with Illegal Billboards Now: No Digitals Outside Sign Districts. #CF 08-2020**

Dear PLUM Committee Members:

I am writing on behalf of Bel Air Skycrest Property Owners' Association to urge the City of Los Angeles to fully implement the appeals court ruling in the Summit Media LLC v. City of Los Angeles and to remove the 103 illegal digital billboards which the sign industry is still trying desperately to legitimize.

We oppose any and all attempts to grandfather these illegal billboards or any other action that would seek to legalize them retroactively. It is essential that the City avoid taking any actions that would compromise the integrity of the City's long overdue sign ordinance. It's all about boundaries: clear ones have been laid out and must now be respected. The sign companies (like other industries at this point in history) need to know that they do not get exceptions or special favors, that their vast financial resources cannot buy them immunity to the law. And we, the voting public, need to know that our civic representatives understand that our well-being and the future of our city depend on strong regulations and enforcement of the law, irrespective of an industry's lobbying power.

We are particularly concerned about driver distraction caused by digital signs and the negative impacts they have on traffic/pedestrian safety and traffic delay and congestion. For these reasons we strongly urge that digital signage within sign districts be limited to pedestrian-only areas. You don't watch TV while you're driving, and you shouldn't be watching these ever-changing digital displays either.

We also urge the City to determine the legal status of older, un-permitted static billboards as soon as possible, and to immediately proceed with the removal of all illegal billboards so that a baseline level of permitted signs can be established. **TAKEDOWN MUST BEGIN WITH TAKING DOWN ALL THE ILLEGAL SIGNS!**

In addition, we urge immediate passage of the currently proposed sign ordinance that will limit the locations in which sign districts can be established and will allow digital signage only within those sign districts and subject to an open and transparent outreach and review process with community stakeholders and in accordance with local land use regulation. We further request that any so-called "grandfathered" sign districts be required to comply with any regulations established for sign districts under the new sign ordinance. Finally, we support PLUM requesting the funding needed to establish a Planning Sign Unit to sort out the complicated legal and policy issues involved and to make policy recommendations.

Please honor the underlying need and tremendous time and effort that have gone into creating this ordinance by recommending its immediate approval, intact, with all the support necessary to ensure its effective implementation.

Sincerely,

A handwritten signature in cursive script, reading "Barbara Dohrmann".

Barbara Dohrmann, President  
Bel Air Skycrest Property Owners' Association

cc: Alan Bell, Deputy Director, City Planning Department  
Councilman Bill Rosendahl, CD-11  
Coalition to Ban Billboard Blight