

South Brentwood Residents Association

149 South Barrington Ave. #194
Los Angeles, California 90049

December 1, 2011

Via email:

To: Planning and Land Use Management Committee
Ed Reyes, Chairman
Members Jose Huizar and Paul Krekorian
c/o Committee Secretary Sharon Gin @ sharon.gin@lacity.org

Re: Council File 08-2020 Citywide Sign Ordinance Revisions

Dear Committee Members:

I am writing on behalf of the board and members of the South Brentwood Residents Association (SBRA). SBRA represents approximately 3,000 home-owners and renters who reside in the southern area of Brentwood. Additionally, SBRA represents the interests of all residents living in multi-family homes throughout the entire Brentwood community.

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 districts 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.
- Allows only on-site, or business, signs in Comprehensive Sign programs.
- 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.

Thank you for your consideration.

Sincerely,

Marylin Krell

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President, South Brentwood Residents Association