Brentwood Community Council
149 S. Barrington Ave., Box 194 Los Angeles, CA 90049

February 10, 2009

City Planning Commission
City of Los Angeles
Department of City Planning
200 North Spring Street
Los Angeles, CA 90012

Re: BCC Resolution on Sign-Code Revisions

Dear City Planning Commission:

On February 3, 2009, the Brentwood Community Council (BCC)[1] voted unanimously to ask the City Planning Commission to take the following actions regarding the city sign code revisions as currently proposed by the Los Angeles Department of City Planning:

1. Support the proposed regulations on size, number, and placement of signs.

2. Support the prohibition of digital signs.

3. Support the prohibition of any signs that cover doors or windows.

4. Oppose elimination of the distinction between off-site and on-site signs. Instead, strengthen the off-site sign ban currently in place by removing the city's discretion to grant exceptions in supplemental use districts, specific plans, and approved development agreements. These exceptions have led to a degrading of the city's visual environment and a crass commercialization of public space.

5. Oppose the provision allowing otherwise prohibited signage such as digital and supergraphic in sign districts. The proposed ordinance would tighten the criteria for establishing sign districts, but the sign district provision remains a huge loophole that will inevitably result in larger, brighter, and more intrusive signage in the commercial areas of the city.

[1] The Brentwood Community Council is the broadest based Brentwood community organization, representing stakeholders of the community, including homeowner associations, business organizations, youth groups, schools, religious groups, volunteer service groups, multi-family residential dwellers, public safety and environmental organizations.

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6. Enact meaningful penalties for illegal signage that will act as a real deterrent to this unlawful activity that is currently blighting our city, and make provision for the recovery of "ill-gotten gains" from companies that reap large financial return from illegal signs.

Thank you,

Wendy-Sue Rosen
Land Use Committee Chair
Brentwood Community Council

cc: Councilmember Bill Rosendahl
Los Angeles Department of City Planning