



Mrs. Lawrence H. Smith  
2765 - 13th Street  
Sacramento, Calif. 95818

October 1st, 1967  
Sacramento, Calif.

Sacramento City Planning Commission  
City Hall,  
Sacramento, Calif.

Attention Secretary Commission:

Unfortunately, I did not get to attend the planning meeting on September 26th, when the hearing on the new proposed city billboard ordinance was discussed. I would like very much to have a copy of this proposed ordinance and would appreciate you sending me one.

As Legislation Chairman for California Garden Clubs, would like to express our concern for the clutter of billboards which seem to get worse instead of better and also we would like to be assured of the landscaping we have looked forward to when our freeways through Sacramento are completed. It is a very firm fact that we will not have landscaping on our freeways and approaches unless we control billboards.

Many cities have discovered they have been too lenient with signs and then when it is called to the attention of the governing bodies by the tourists that their city no longer has the charm it once had, it is very difficult to reverse the procedure. This has happened to the South Lake Tahoe and is causing concern for the very trade they have tried to encourage.

If we are going to have a convention city, we must start now to control clutter and endeavor to have the beauty that is so important to attract the tourist and convention business. We trust your commission will take this into consideration and not be pressured into believing it is so necessary to have signs all over the beautiful buildings and along our freeways. We have a wonderful opportunity to make the Capitol of California a beautiful city and we hope this Commission will stand firm on billboard controls.

Again we express concern and this goes for many thousands of our citizens who you represent. They do not always show up at hearings, but they put their trust in your decisions. Let's make them good ones for this City and promote the business much more important than billboard clutter.

Thank you for your help.

*Mrs. Lawrence H. Smith*  
Mrs. Lawrence H. Smith, Chf.,  
State Legislation, California  
Garden Clubs, Inc.

ITEM # 7

BS  
CC: A. Richard Backus