

08-2020

**From:** <Donovan.Pepper@walgreens.com>  
**To:** <councilmember.reyes@lacity.org>  
**CC:** <barbara.greaves@lacity.org>, <Donovan.Pepper@walgreens.com>  
**Date:** 4/15/2009 7:42 AM  
**Subject:** Proposed Sign Ordinance Changes  
**Attachments:** Reyes.pdf

April 14, 2009

The Honorable Ed P. Reyes  
 Chairman  
 Planning and Land Use Management Committee  
 City of Los Angeles  
 200 N Spring St.  
 Los Angeles, CA 90012

Re: Sign Ordinance Amendments

Dear Chairman Reyes:

On behalf of Walgreens and the 11 pharmacies that we operate in the City of Los Angeles, we are concerned about the proposed ordinance to prohibit the use of digital display readerboards in Los Angeles.

In addition to our weekly circular in local newspapers, television and radio advertising, the use of our LED readerboard signs is another avenue for us to inform our customers of product specials or items of interest. As a retailer, the need to inform our customers of our weekly specials is a critical component of our business. Under the proposed ordinance, we would be prohibited from utilizing our LED readerboards for advertising and communicating with our customers.

In addition to utilizing our LED readerboards for this purpose, we also provide them for AMBER Alerts and weather alerts nationwide. Through the use of our LED readerboards, Walgreens partners with local law enforcement to provide real-time, updated AMBER Alert information, and we also provide timely, severe weather alert warnings issued by the National Weather Service.

Unfortunately, this ordinance will significantly impact our ability to communicate our special promotions to the motoring public or pedestrians and will also prevent us from participating in offering community service activities, such as the AMBER Alert and severe weather warning alerts.

The ordinance will unnecessarily burden the operation of our stores and would especially come at a time of challenging economic conditions for retailers. Based on this, we hope that your Committee would re-consider and oppose the portion of the ordinance that prohibits the use of LED readerboards.

Thank you very for your attention to this important matter.

Sincerely,

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 Walgreen Co.  
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