



**OFFICERS  
2011-2012**

**President**

**DONALD SELIGMAN**

**First Vice President**

**TESS NELSON**

**Second Vice President**

**CHRIS LAIB**

**Coordinating Secretary**

**JORDAN SUSMAN**

**Recording Secretary**

**DEBBIE SIMONS**

**Treasurer**

**DONNA KOLB**

# Los Feliz

*Improvement Association*

P.O. Box 29395, Los Angeles, CA 90029  
(323) 660-1914  
www.LFIA.org

October 9, 2011

Planning and Land Use Management Committee  
City Hall, Room 395  
200 N. Spring Street  
Los Angeles, CA 90012

RE: Sign Ordinance CF # 08-2020

Dear Sirs:

The Los Feliz Improvement Association represents thousands of residents in the Los Feliz district of Los Angeles. We have supported pragmatic and reasonable regulation of billboards and signage for nearly the entire 95 years of our existence. In this light, we are extremely concerned about the recent (and constantly changing) proposals to weaken existing signage regulations. We strongly urge you to include the following tenets in any changes to existing ordinances relating to billboards and off-site signage:

- 1) City parks and city-owned property should be categorically excluded from any Comprehensive Sign Program.
- 2) Any permitted increase in digital/electronic sign density should include commensurate removal of existing billboards.
- 3) Any grandfathered sign districts (including the proposals to expand the number of these) should be required to remove billboards and signs outside the districts as a compensatory benefit to the community.
- 4) Over-sized wall signage should be limited to sign districts and Comprehensive Sign Programs.
- 5) Off-site signs in Comprehensive Sign Programs should only be visible from the subject property.
- 6) Comprehensive Sign Programs in overlay districts and specific plans should continue to be regulated according to current law.

Finally, the substantive changes to the current sign/billboard ordinance should undergo public comment and review with sufficient public disclosure as well as review by the City Planning Commission. This disclosure should include any role that the billboard industry has played in the formulation of the language and principles of the proposals. In particular, the benefits to the community from any changes and the rationale behind the changes should be clearly explained in public forums.

Sincerely yours,

Donald A. Seligman

**Directors**

George Abrahamian  
Marta Alcumbrac  
Nyla Arslanian  
Margie Bird  
Marilyn Bush\*  
Dennis Chew  
Marian Dodge\*  
Tom Ford  
Terry Hughes\*  
Tor Hyams  
Lynne T. Jewell  
David Kalemkarian  
Michael Locke  
Margret Lohfeld  
Norman Mennes  
George Pao  
David Roberti  
Patricia Ruben  
Jennifer Schlosberg  
Mary Beth Sorensen  
Angela Stewart  
Mark Stong  
June Teal  
Michael Tunick  
Valerie Vanaman  
Demian Wyma  
Donna Zenor\*

\*Past President

