

## Communication from Public

**Name:** Dennis Huang

**Date Submitted:** 01/15/2020 03:54 PM

**Council File No:** 11-1705

**Comments for Public Posting:** The Honorable Marqueece Harris-Dawson Chair, Planning and Land Use Committee Los Angeles City Council 200 N. Spring Street, Room 450 Los Angeles, CA 90012 Dear Honorable Harris-Dawson, We are writing to express our support for Clear Channel Outdoor and its efforts to work with the City to find a legislative solution regarding digital signs in the City of Los Angeles. With the existing digital signs being forced to go dark, businesses, nonprofit groups and public safety agencies that rely on these signs are feeling the impact and we urge the City Council to take action to restore the use of digital signs. Some of the benefits for our city would include: • The new sign ordinance would allow for new digital signs in designated areas, generating millions of dollars in revenue for the City each year. • The new sign ordinance would allow the City to reduce the number of existing billboard signs in Los Angeles by requiring multiple takedowns of existing traditional signs for each new digital sign. • Any new digital signs would have to go through a public approval process, making sure all Angelenos will have a voice in the future of their communities. The Asian Business Association (ABA) is the premiere non-profit organization that serves the needs of Asian Pacific Islander business owners and professionals. ABA has been proactively assisting these businesses gain access to economic opportunities and advancement since 1976. ABA has an active membership base of over 800, and offers programs to help these businesses grow. We know what a powerful tool digital signs and billboards are, and we cannot express how important Clear Channel Outdoor's digital signs and billboards have been for businesses and the impact for our economy. Outdoor advertising plays an important role in our community. Whether it is the use of digital signs in notifying the community in emergency-situations, supporting outreach efforts for local nonprofits or helping Los Angeles area businesses grow and create jobs, Clear Channel Outdoor and other outdoor advertising companies are community partners that provide a tremendous value and service to Angelenos. Sincerely, Dennis Huang, Executive Director Asian Business Association

15 January 2020

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The Honorable Marqueece Harris-Dawson  
Chair, Planning and Land Use Committee  
Los Angeles City Council  
200 N. Spring Street, Room 450  
Los Angeles, CA 90012

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Sincerely,



Dennis Huang  
Executive Director & CEO