

Communication from Public

Name: Michael Barth

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Council File No: 11-1705

Comments for Public Posting: January 31, 2020 San Fernando Valley Young Democrats P.O. Box 7656, Van Nuys, CA 91409 Tax ID#: 203936466 Honorable Council President Nury Martinez City of Los Angeles 200 N. Spring Street, Los Angeles, CA 90012 Re: Supporting the Los Angeles Sign Ordinance to Foster Opportunities for Future Generations Dear Honorable Council President Martinez, On behalf of the San Fernando Valley Young Democrats, I am writing to voice our support for the proposed sign ordinance to be considered by the Los Angeles City Council. The modern, comprehensive sign ordinance will secure much-needed, ongoing community funding in exchange for the conversion of appropriately placed digital signs, while ensuring residents and city council are a part of the process every step of the way. We believe investing in our neighborhoods is crucial to providing families with the resources and spaces they need to grow, learn and thrive. The proposed sign ordinance will create a new funding source to go towards community benefits such as parks, programs to address homelessness, recreation centers, libraries and more. This will help ensure communities are able to make investments in what they need and want most – an opportunity we are not often presented. The ordinance will also reduce the number of existing billboards in Los Angeles by more than 30 percent – helping to enhance our neighborhoods’ visual landscape and giving communities more control of their neighborhoods. To ensure communities are in control, a thorough public review process will also be introduced that will allow community members to consider whether a converted or new digital sign is appropriate for their neighborhood and pinpoint where they would like to see existing billboards removed. The San Fernando Valley Young Democrats are committed to creating opportunities and safe spaces to inspire and activate young people. The proposed sign ordinance will ensure we have the resources and environment to fulfill our mission for our city. We have the opportunity before us today to benefit and enhance our communities for generations to come and we cannot pass it up. For these reasons, we support the proposed Los Angeles sign ordinance and urge you to do the same for the betterment of our city. Sincerely, Michael Barth President, San Fernando Valley Young Democrats



January 31, 2020

San Fernando Valley Young Democrats
P.O. Box 7656, Van Nuys, CA 91409
Tax ID#: 203936466

Honorable Council President Nury Martinez
City of Los Angeles
200 N. Spring Street, Los Angeles, CA 90012

Re: Supporting the Los Angeles Sign Ordinance to Foster Opportunities for Future Generations

Dear Honorable Council President Martinez,

On behalf of the San Fernando Valley Young Democrats, I am writing to voice our support for the proposed sign ordinance to be considered by the Los Angeles City Council. The modern, comprehensive sign ordinance will secure much-needed, ongoing community funding in exchange for the conversion of appropriately placed digital signs, while ensuring residents and city council are a part of the process every step of the way.

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The San Fernando Valley Young Democrats are committed to creating opportunities and safe spaces to inspire and activate young people. The proposed sign ordinance will ensure we have the resources and environment to fulfill our mission for our city.

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Sincerely,

Michael Barth

President, San Fernando Valley Young Democrats