

Chambers of Commerce  
Agoura-Oak Park-G Conejo Valley-Calabasas  
Alhambra  
Arcadia  
Armenian American  
Beverly Hills  
Burbank  
Century City  
Chinese Chamber LA  
Claremont  
Culver City  
El Monte  
Filipino American  
Glendale  
Greater Lakewood  
Greater Los Angeles African American  
Harbor City / Harbor Gateway  
Hollywood  
Irwindale  
Korean American  
Los Angeles Area  
LAX Coastal Area  
La Canada Flintridge  
Long Beach Area  
Los Angeles Metropolitan Hispanic  
Malibu  
Manhattan Beach  
Montebello  
Pacific Palisades  
Pasadena  
Pomona  
Redondo Beach  
Regional Black  
Regional Hispanic  
Regional San Gabriel Valley  
Rossmore  
San Pedro Peninsula  
Santa Clarita Valley  
Santa Monica  
South Bay Association  
Tulsa Lake  
Torrance Area  
United Chambers San Fernando Valley  
Universal City North Hollywood  
Vernon  
Vietnamese American  
West Hollywood  
West Los Angeles  
Westside Council  
Wilmington  
Woodland Hills-Tarzana  
Trade Associations and Minority Business Groups  
AAA Los Angeles  
American Beverage Association  
Antelope Valley Board of Trade  
Apartment Association, CA Southern Cities  
Apartment Association of Greater Los Angeles  
Asian American Business Women Association  
Asian Business Association  
Associated Builders and Contractors - LA/Ventura  
Beverly Hills / Greater LA Association of Realtors  
British American Business Council  
Building Industry Association, LA / Ventura  
Building Owners & Managers Association, LA  
California Apartment Association, LA  
California Contract Cities Association  
California Independent Bankers  
California Metals Coalition  
California Restaurant Association, LA  
Carson Dominguez Employers Alliance  
Central City Association  
Center for International Trade Development  
Citrus Valley Association of Realtors  
Construction Industry Air Quality Coalition  
Construction Industry Coalition for Water Quality  
Employers Group  
Entrepreneurs' Organization LA  
Finding Angelenos Stuck In Traffic (FAST)  
FutureTours  
Gateway to LA  
Glendale Association of Realtors  
Greater Asian Business Federation  
Greater LA New Car Dealers Association  
Harbor Association of Industry & Commerce  
Harbor Trucking Association  
Hospital Association of Southern CA  
Hotel Association of Los Angeles  
Industry Manufacturers Council  
LA SHARES  
League of California Cities  
Los Angeles County Economic Development Corp.  
Los Angeles County Waste Management Association  
Motion Picture Association of America  
National Association of Women Business Owners, LA  
National Latina Business Women Association  
New Minority Los Angeles  
Overseas Chinese Business Exchange  
Pasadena-Foothills Association of Realtors  
Recording Industry Association of America  
San Gabriel Valley Economic Partnership  
San Gabriel Valley Supplier Development Council  
South Asian Business Alliance Network  
South Bay Association of Realtors  
South Park Stakeholders Group  
Southeast Regional Association of Realtors  
Tri-Counties Association of Realtors  
Valley Economic Alliance  
Valley Economic Development Center  
Valley Industry Association of Santa Clarita  
Valley International Trade Association  
Valley International Trade Association  
West San Gabriel Valley Association of Realtors  
Western States Petroleum Association

March 18, 2013

Michael LoGrande  
Director  
City of Los Angeles Department of City Planning  
201 N Figueroa St  
Los Angeles, CA 90012

**RE: Comments on Outdoor Advertising and Signage Effort**

Dear Director LoGrande,

On behalf of the Los Angeles County Business Federation (BizFed), representing more than 100 business organizations with more than 250,000 businesses across our region, including more than 80,000 businesses in the City of Los Angeles, we are writing to offer comments for your consideration as the City works to address the issue of billboards and digital signs.

For businesses, community organizations, and public agencies in neighborhoods across the City, billboards and digital signs can be important tools for advertising, marketing, public communication, and community engagement. However, while many of our members embrace these benefits, we also recognize that growth has resulted in many billboards and digital signs in locations that are undesirable for both residents and outdoor advertisers and signage companies. Therefore, we believe there is a need for comprehensive, clear, fair, easily understood rules, and we commend the Department of City Planning and the Planning and Land Use Management Committee (PLUM) for assembling various stakeholders to engage in a Visioning Group to begin tackling this issue.

As work on this issue continues, we offer the following thoughts, which we hope can inform the process of developing a comprehensive approach to govern outdoor advertising and signage in the City:

- Given the potential benefits of digital billboards and signs to businesses, community organizations, and public agencies, the City should explore establishing a policy that would reduce overall billboards by allowing the judicious and strategic conversion of static billboards to be replaced by digital billboards and signs.
- A strategic reduction and conversion policy should allow community benefits as an alternative if sign reduction is not feasible. Examples of community benefits include sidewalk repair, landscaping amenities, the planting of street trees, parks and open space, facade improvements, street furniture, and similar measures designed to enhance affected neighborhoods. Council offices should have the flexibility to work with the neighborhoods they represent to address the unique and specific needs of their respective communities in ways that are fair and equitable to outdoor advertisers and signage companies.
- For such a strategy to be effective at reducing overall billboards, it will be important to ensure that there is enough opportunity and

flexibility to convert static billboards to digital billboards and signs. If there are too few areas in which digital billboards and signs are allowed, there will be insufficient incentive for outdoor advertisers and signage companies to participate.

- The City must take care to ensure a level playing field among all outdoor advertising and signage companies without picking winners and losers among these businesses. Past efforts to regulate digital billboards and signs have failed neighborhoods and the outdoor advertising and signage industry as a whole by creating a monopoly in which only two companies possess 100 percent of digital billboards in the City.

Additionally, if the Visioning Group, or some successor entity, is to continue, we suggest bringing additional voices to the discussion, including BizFed, which was not a formal member (although several of our members participated in other capacities.) The formal group was made up largely of billboard companies and their lawyers, and neighborhood council representatives from established single-family neighborhoods. We recommend ensuring participation from representatives from both new emerging neighborhoods and neighborhoods that are seeking revitalization. In both cases, high-density, high-rise, mixed-use streetscapes attract very different residents seeking a very different neighborhood character from established single-family neighborhoods. Additionally, the group should include owners on whose property billboards are located, as they will be directly affected by any new policies.

Again, we appreciate work of the Visioning Group thus far and the PLUM Committee's efforts to address an issue that so directly affects the character and economy of the City of Los Angeles. We look forward to continue engaging all of the relevant stakeholders to ensure a fair and comprehensive solution.

Sincerely,



Will Wright  
Co-Vice Chair, BizFed Land Use/  
Development/Construction &  
Housing Committee  
American Institute of Architects - LA



Carlene Matchniff  
Co-Vice Chair, BizFed Land Use/  
Development/Construction &  
Housing Committee  
Centennial Founders



Tracy Rafter  
BizFed CEO  
IMPOWER, Inc.

CC:

Planning and Land Use Management Committee. Los Angeles City Council



Strengthening the Voice of Business

- Chambers of Commerce
- Alhambra
- Arcadia
- Hell Gardens
- Beverly Hills
- Burbank
- Century City
- Culver City
- El Monte
- Filipino American Los Angeles
- Filipino American South East Corridor
- Glendale
- Greater Lakeswood
- Greater Los Angeles African American
- Harbor City / Harbor Gateway
- Hollywood
- Irwindale
- Korean American
- LAK Coastal Area
- La Canada Flintridge
- Long Beach Area
- Los Angeles Area
- Los Angeles Latino
- Los Angeles Metropolitan Hispanic
- Malibu
- Manhattan Beach
- Montebello
- Pacific Palisades
- Pasadena
- Pomona
- Redondo Beach
- Regional Black
- Regional Hispanic
- Regional San Gabriel Valley
- Rosemead
- San Pedro Peninsula
- Santa Clarita Valley
- Santa Monica
- Santa Monica Junior
- South Bay Association
- Torrance Lake
- Torrance Area
- United Chambers San Fernando Valley
- Universal City North Hollywood
- U.S. Mexico
- Vernon
- Vietnamese American
- West Hollywood
- West Los Angeles
- Westside Council
- Wilmington
- Woodland Hills-Tarzana
- Trade Associations and Minority Business Groups
- ALA Los Angeles
- American Beverage Association
- Antelope Valley Board of Trade
- Apartment Association, CA Southern Cities
- Apartment Association of Greater Los Angeles
- Arcadia Association of Realtors
- Asian American Business Women Association
- Asian Business Association
- Beverly Hills / Greater LA Association of Realtors
- British American Business Council
- Building Industry Association, LA / Ventura
- Building Owners & Managers Association, LA
- Burbank Association of Realtors
- California Apartment Association, LA
- California Cannabis Industry Association
- California Construction Industry and Materials Association
- California Contract Cities Association
- California Grocers Association
- California Independent Bankers
- California Independent Petroleum Association
- California Metals Coalition
- California Small Business Alliance
- Carson Dominguez Employers Alliance
- Central City Association
- Chico Valley Association of Realtors
- Construction Industry Air & Water Quality Coalitions
- Council on Trade & Investment for Filipino Americans
- Employers Group
- Entrepreneurs' Organization LA
- Fixing Angelenos Stuck In Traffic (FAST)
- FuturePorts
- Gateway to LA
- Glendale Association of Realtors
- Greater LA New Car Dealers Association
- Harbor Association of Industry & Commerce
- Harbor Trucking Association
- Hospital Association of Southern California
- Hotel Association of Los Angeles
- Industry Manufacturers Council
- International Warehouse Logistics Association
- LA SHARES
- League of California Cities
- Los Angeles County Bicycle Coalition
- Los Angeles County Economic Development Corp.
- Los Angeles County Waste Management Association
- Historic Pictures Association of America
- NADIP Southern California
- National Association of Women Business Owners, LA
- National Latina Business Women Association
- Pasadena-Foothills Association of Realtors
- Recreating Industry Association of America
- San Gabriel Valley Economic Partnership
- Santa Clarita Valley Economic Development Corp.
- So Cal Minority Supplier Development Council
- South Asian Business Alliance Network
- South Bay Association of Realtors
- South Park Stakeholders Group
- Southern California Grantmakers
- Southeast Regional Association of Realtors
- Tri Counties Association of Realtors
- U.S. Green Building Council
- Valley Economic Alliance
- Valley Economic Development Center
- Valley Industry & Commerce Association
- Valley International Trade Association
- We Care for Humanity
- Western Manufactured Housing Association
- Western States Petroleum Association

December 4, 2014

Honorable Herb Wesson, Jr.  
President  
200 North Spring Street, Room 470  
Los Angeles, CA 90012

Dear Honorable Council President Wesson:

On behalf of the Los Angeles County Business Federation (BizFed) – representing more than 125 business organizations with nearly 265,000 businesses across our region – we are writing to express support for the outdoor advertising industry’s efforts to work with the City to find a legislative solution regarding digital signs in the City of Los Angeles. If forced to go dark, public safety agencies, nonprofit groups, and businesses will be negatively impacted.

Digital signs contribute to public safety, a facet of digital signs that many opponents of digital signage in Los Angeles intentionally overlook. Whether signs are used to support outreach efforts for local nonprofits, or notifying the community in emergency situations, digital signs provide critical information to communities throughout the city.

Outdoor advertising plays a unique roll for businesses seeking to market their services and products at a rate averaging 86% less than TV and 66% less than newspapers. Demolition of these signs would reduce the City’s opportunity for revenue generation and could result in permanent loss of digital signage in Los Angeles.

It is imperative that the City of Los Angeles finds a legislative solution that will allow for the permitting of existing digital signs, as well as establish a comprehensive sign ordinance allowing for the fair and reasonable use of modern digital technology. By establishing a reasonable ordinance, similar to the policies that exist in more than 450 localities in 43 states – the City can take advantage of the significant economic, community, and public safety benefits digital signs provide.

We recognize the long history of this issue in the City of Los Angeles and encourage the City Council and staff to work with the industry to restore the use of digital signs and craft a policy for the fair and reasonable use of digital signs, and in a timely manner. This will ensure that valued community partners are able to continue supporting the Los Angeles civic and business community.

Sincerely,

Don St. Clair  
BizFed Chair  
Woodbury University

David Fleming  
BizFed Founding Chair  
Latham & Watkins LLP

Tracy Rafter  
BizFed CEO  
IMPOWER, Inc.