

Council File 11-1705 Citywide Sign Regulations

1 message

Armando Flores <Armando@vica.com>

Mon, May 20, 2019 at 5:03 PM

To: "clerk.plumcommittee@lacity.org" <clerk.plumcommittee@lacity.org>

May 20, 2019

The Honorable Marqueece Harris-Dawson
Chair, Planning and Land Use Management Committee
Los Angeles City Council
[200 North Spring Street, Room 450](#)
[Los Angeles, CA 90012](#)

Subject: Council File 11-1705 Citywide Sign Regulations - SUPPORT

Dear Councilmember Dawson,

On behalf of the Valley Industry and Commerce Association (VICA) and more than 400 businesses in the San Fernando Valley and throughout Los Angeles, we are writing to support the proposed sign ordinance, which would reduce the number of overall billboards in Los Angeles and allow digital signs to be placed where appropriate.

Businesses need affordable and modern advertising to succeed in Los Angeles. Exposure from signs helps businesses of all sizes promote their goods and services, attract new customers and ultimately helps businesses expand. Over 1,000 municipalities across the nation have already enacted comprehensive sign ordinances allowing for reasonable and responsible use of digital and traditional signs.

The proposed ordinance establishes a path for modernized sign policy that will provide Los Angeles with an opportunity embrace technology in a responsible manner. The ordinance will use takedown ratios which will require a significant number of existing billboards to be taken down before a digital sign can go up. The ordinance also creates an approval process for digital signs, which will allow for community input and consideration by the City Council before construction of any sign begins.

The new sign policy will generate funding for critical city services by requiring that a fee be paid for new signs. Millions of dollars will be generated each year to help support programs that address homelessness, infrastructure, parks and more.

The proposed ordinance has undergone a rigorous and thorough public review process, which VICA and the business community have been involved in since 2008. There is now an ordinance that residents, leaders and organizations throughout Los Angeles have come together to support.

For these reasons, we urge you to support and move forward with the proposed sign ordinance.

Sincerely,

5/21/2019

City of Los Angeles Mail - Council File 11-1705 Citywide Sign Regulations



Lisa Gritzner

Stuart Waldman

VICA Chair

VICA President



VICA Letter - Citywide Sign Regulations - Council File 11-1705.pdf

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Lisa Gritzner
VICA Chair

Handwritten signature of Stuart Waldman in black ink.

Stuart Waldman
VICA President