

HOUSE OF TROPHIES AND AWARDS, INC

1820 E. 1ST STREET – LOS ANGELES CA 90033 Tel.(323) 264-9042

www.houseoftrophies.biz

July 17, 2018

Planning and Land Use Management Committee
City of Los Angeles
200 North Spring Street – Room 430
Los Angeles, California 90012
Via E-mail: CityClerk@lacity.gov

RE: Citywide Sign Regulations (Council File 11-1705)

Dear Chairman Huizar, Vice Chair Harris-Dawson, and Honorable Councilmembers:

I am writing to express support for a comprehensive update of Los Angeles' sign ordinance that benefits ALL Angelenos by allowing a limited number of digital signs on private and public property outside of existing sign districts, all while giving the community the chance to weigh in on appropriate locations.


On the other hand, Version B+, a proposal by the Los Angeles City Planning Commission in 2015, would not only block Angelenos across the city from accessing benefits that could fund community improvement programs such as flashing LED lights on street cleaning days to avoid citations for the local community, but also limits the number of existing billboards neighborhoods could take down.

Angelenos rely on city leaders to implement sound, equitable policy on their behalf. We need a policy that is inclusive of communities from all parts of our city.

A proposal to implement such policy is currently before the Planning and Land Use Management Committee – clearly within grasp. There's simply no reason to pass this opportunity by. We must leverage this policy as a tool to build channels for neighborhood investment, reduce the number of billboards on our streets and bring new revenue into the city.

I trust that the city will work with all communities to ensure that the benefits are equitable and fair across Los Angeles.

Sincerely,



Saul Gonzalez,
President, CEO

Note: This letter should be posted to Council File 11-1705