



September 14, 2018

Planning and Land Use Management Committee
City of Los Angeles
200 N. Spring Street, Room 430
Los Angeles, CA 90012

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

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

On behalf of State Farm Insurance 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.

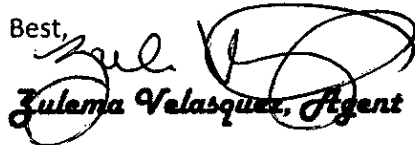
On the other hand, Version B+, a proposal by the Los Angeles City Planning Commission in 2015, would not only block Angelenos across the city from accessing benefits that could fund community improvement programs, but also limit the number of existing billboards neighborhoods could take down.

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.

Bottomline, our city must adopt policies that ensure all of Los Angeles' communities have the option and opportunity to benefit. An update to our citywide sign ordinance is no different, the best policy choice is the one in front of us right now.

Best,

A handwritten signature in black ink, appearing to read "Zulena Velasquez".

Zulena Velasquez, Agent

State Farm

3221 E Cesar E Chavez Ave.

Los Angeles, CA 90063

Bus. (323) 260-2400 Fax. (323) 260-2404