The Honorable Herb Wesson, Jr.
Los Angeles City Council
200 N. Spring Street, Room 470
Los Angeles, CA  90012

**SUBJECT: Support for Legislative Solution Regarding Digital Signage**

Dear Council President Wesson,

The Valley Industry and Commerce Association strongly supports the efforts of the Los Angeles Outdoor Advertising Coalition (LAOAC) to work with the City Council toward reasonable regulation of billboards.

Outdoor advertising is a vital part of our community and an affordable marketing resource for our members. Many of these companies are small businesses that are struggling to expand and survive in a competitive and over-regulated city.

The ultimate goal of this sign ordinance must be to develop a policy that addresses unlawful and potentially hazardous signs through proper enforcement mechanisms, while promoting our city as a modern metropolis and entertainment capital of the world. We believe that there is middle ground where the needs of all can be met.

Reasonable regulation of the digital sign industry will maximize the public benefit by embracing the latest technology. Proposed legislation should include a variety of community benefit options and define appropriate combinations of sign removal and alternative public benefits that can respond appropriately to specific community needs throughout the city. We ask that you seriously consider digital billboards as a resource to fill the gaps left by the challenging economy, budget cutbacks and the loss of Community Reinvestment and Redevelopment funding.

It is important that the City of Los Angeles find a legislative solution that will allow the digital sign industry to thrive under a comprehensive sign ordinance that covers all aspects of outdoor advertising opportunities. We urge you to work with the business community in resolving this situation and allowing our city to move forward in helping our business community grow and thrive.

Sincerely,

Coby King
Chair

Stuart Waldman
President

CC:     Honorable Members of the Los Angeles City Council