

April 8, 2010

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Terri Tippit,  
Chair

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Vice-Chair

Councilmember Jose Huizar

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and

LA City Budget and Finance Committee

RE: CF # 10-0529

Melisa Kenady,  
Recording  
Secretary

Dear Honorable Councilmembers,

Steve Spector,  
Corresponding  
Secretary

I am writing on behalf of the Westside Neighborhood Council, representing 80,000 stakeholders in the Century City, Rancho Park and Cheviot Hills area.

Stacy Antler and

At its meeting of April 8, 2010, the Westside Neighborhood Council by motion and Community Impact Statement voted to support C.F. 10-0529 which will return to the Budget Committee April 19 following two weeks of staff review. This motion, to transfer funds to support the continued billboard and supergraphic sign enforcement efforts of the City Attorney's office, is an important measure that is a "win-win" for the City permitting it to meet many of its responsibilities without bringing expense to the City's beleaguered bottom line.

Lisa Morocco,  
Treasurer

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The Koretz-Zine motion seeks to allocate funds derived from a billboard settlement (pertaining to a Westwood Village Skytag sign) to hire or retain city staff to enforce existing code. At this time, we risk the loss of city employees and expertise that is needed to continue the business of the city in an efficient manner. Passage of this motion will ensure that the city has staff to enforce city law, to level the playing field amongst all outdoor advertisers, and to continue to demonstrate to the courts that our city is serious about regulating outdoor advertisements (thus *avoiding* future litigation and related costs). Further, enforcement against violators will generate funds through penalties assessed against lawbreakers. Equally important is the fact that enforcement will guard our city against an onslaught of illegal signage and blight. And, finally, the ability of the city to respond to illegal signs that pose a threat to the public's health and safety is a duty that the city must maintain. Who will protect the firefighters, tenants, pedestrians, etc. from the dangers of supergraphic signs hung with little disregard for the dangers they can pose? We have found in our community that illegal signs are often purposely installed when inspectors are unavailable. The presence of a specialized team to respond and investigate such matters will be a clear deterrent to those seeking to break the law.

It is critical that the City Attorney office have investigative staff to support their on-going prosecution and civil enforcement against illegal supergraphics and billboards. We trust that your committee will find support this measure.

Thank you for your consideration.

Sincerely,

Terri Tippit, Chair

Cc: Councilmember Paul Koretz

Councilmember Bill Rosendahl

Councilmember Dennis Zine

Councilmember Janice Hahn

Council staff: Mike Bonin, Ana Cubas, Nicole Bernson, Monique Earl,

David Hersch, Lauraine Braithwaite

