

March 2, 2009

Assemblymember Mike Feuer
9200 W. Sunset Blvd., PH 15
W. Hollywood, CA 90069

Re: AB 109

Dear Assemblymember Feuer:

On February 24, 2009, the Board of Directors of the Los Feliz Improvement Association (LFIA) adopted a resolution strongly supporting the prompt passage of Assembly Bill 109 providing for a two-year moratorium on the construction of new digital advertising displays and the conversion of existing displays to digital format. LFIA, founded in 1916, represents 1,000 households in Los Feliz.

It is the position of our Board that such digital billboards may have significant negative impact on both the safety of our highways and streets as well as the quiet enjoyment of our residences and neighborhoods. Such displays represent significantly increased visual intrusions compared to existing displays and can have dramatic and negative impact on both the character of our residential environments and the value of our homes. Our Board believes that all issues relating to such displays need to be carefully considered and that any future regulation of such displays be the subject of full and open public hearings.

Sincerely,

Marian Dodge, President